

Library

of the

University of Toronto



Digitized by the Internet Archive
in 2012 with funding from
University of Toronto

http://archive.org/details/cangroceraprjune1917toro

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI PUBLICATION OFFICE: TORONTO, APRIL 6th, 1917 No. 14

Kkovah Health Salt

A teaspoonful in the morning makes life worth living.

The Premier Saline Aperient.





Canadian Agents:
MACLURE & LANGLEY, Ltd.,
Front Street East,
TORONTO.

A Real Money-maker!

Display it on your counter and in your windows—keep it well to the front always—it will bring you customers and make them into satisfied customers. Kkovah Health Salt is the finest saline aperient ever offered at the price—*Britain's best.* It is a deliciously refreshing drink at all times and possesses remarkable beneficial and health-giving properties. A sure seller!

If you don't stock it send your order now—it gives you a good profit and enhances you goodwill.

SUTCLIFFE & BINGHAM, LTD., MANCHESTER, ENGLAND.

Just What They Want

St. Lawrence DIAMOND Granulated

Three Sizes of grain

Coarse Medium Fine

Whichever your customers prefer.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

? ? ? *Ask us for*

Wrapping Papers

Twines

Brooms . Brushes

Parchment Butter Paper
Printed and Plain

PROMPT SHIPMENT

WALTER WOODS & CO.
HAMILTON and WINNIPEG

All Milk for Bordens

LEADERS OF QUALITY



is carefully selected and

the most improved methods known to science for purification of this milk are used in the preparation of Borden Milk Products. By selling Borden's you give your customers milk in the purest form.

Our Evaporated Milk serves all the purposes of fresh cow's milk, for drinking, cooking and making ice cream, candy, desserts, etc. It imparts a rich, creamy flavor to coffee, tea or cocoa.

Do not overlook the good percentage of profit that can be earned by keeping these Borden Quality Lines to the front. Customer-satisfaction assured.

Borden Milk Co., Limited

"LEADERS OF QUALITY"

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.



ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada: Harold F. Ritchie & Co., Limited 10 McCaul St., TORONTO

The pleasant-to-take ounce *of* prevention

With warm weather come fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

Don't stock—but sell it. Show it in your counter and window displays.

J. C. Eno, Limited, "Fruit Salt" Works

LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto









Are your bottled goods sealed with Anchor Caps?



Don't look for a bigger turnover or increased profits in bottled lines if you are still selling goods in containers, whose caps are uncertain, to say the least. The public are coming to realize more and more the importance of a reliable, airtight seal on bottles and containers where the purity of contents is concerned.

Protect yourself against loss of profits and make sure of satisfying your customers by insisting on **ANCHOR CAPS** on all your bottled goods.

Your jobber can supply you.



Anchor Cap and Closure Corporation of Canada, Ltd.

50 DOVERCOURT ROAD TORONTO

Perfection Computing Cheese Cutter

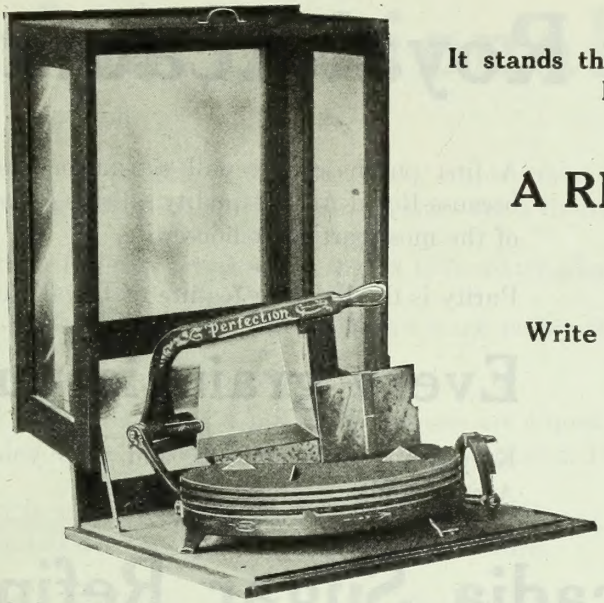
(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.



It stands the test for durability, for it lasts a lifetime.

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW.

BUY WETHEY'S ORANGE MARMALADE

BOTH QUALITY AND PRICES ARE RIGHT

When you sell molasses sell Leacock's

EXTRA FANCY

You will then realize what a selling difference there is between ordinary molasses and **LEACOCK'S**, the housewife's favorite.

Insist upon having LEACOCK'S.

Leacock & Company

Exporters of Highest grade Molasses

BARBADOS, B.W.I.

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL ACADIA SUGAR

Profits come easy with Royal Acadia Sugar

A first purchase will pull satisfactory and steady repeats because Royal Acadia quality satisfies the sugar requirements of the most particular housewife.

Purity is the winning feature of Royal Acadia Sugar.

Every grain is pure cane

Keep your stock well up, and reap your share of Royal Acadia profit.

The Acadia Sugar Refining Co.
Limited

HALIFAX CANADA

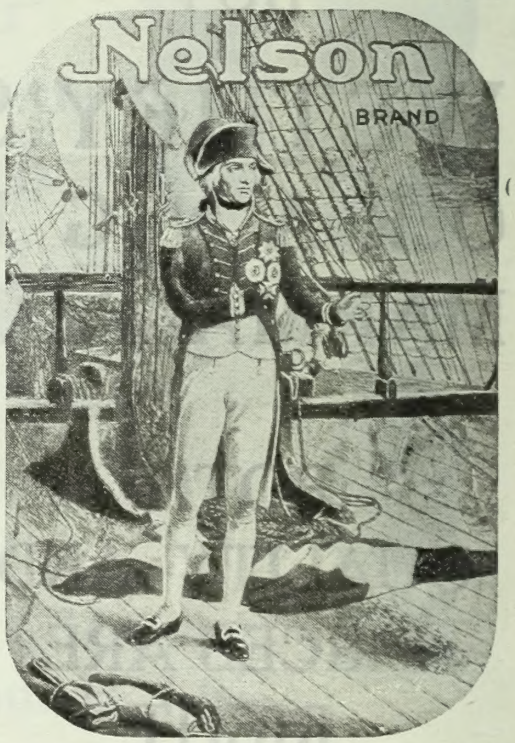
Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

NORWEGIAN BRISLING
(SARDINES)

Not to be mistaken for Sild, or what you buy as Sardines!

THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE
STAVANGER (Norway)
Apply: Standard Imports, Limited, Montreal

The Retail Merchant—a Wonderful National Asset

There are more than 50,000 retail merchants in Canada. They employ more than 250,000 people. Half a million more people are directly dependent on the retail business for a living.

Each year goods pass across their counters worth more than a billion-and-a-half dollars.

A vast army of distributors—no less important in the Nation's work to-day than the great army of producers.

These 50,000 merchants and their quarter of a million employees are a most vital factor in the existence of Canada—but they could become a still greater factor if they worked at 100 per cent. efficiency.

At this very hour the Nation is asking the utmost efficiency in every line of business. This means that all of us must change our gait and do more than an ordinary day's work.

This applies to the merchant who distributes, as well as to the farmer and manufacturer who produces.

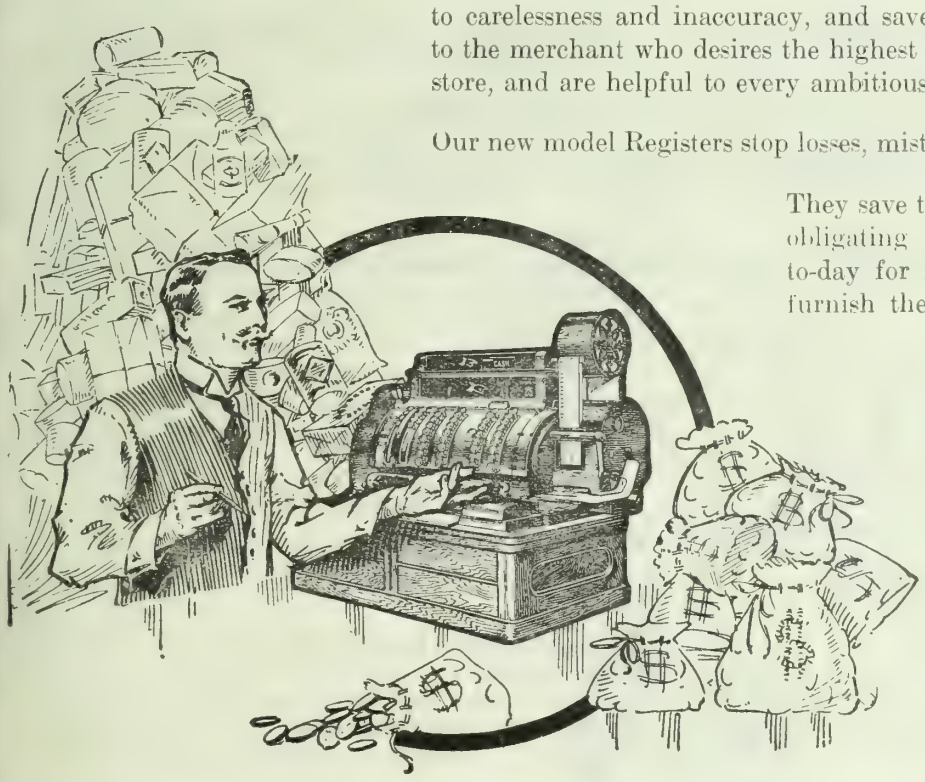
In order to become thoroughly efficient, there must be no waste motion, no lost energy, no needless labor, no careless use of money.

What a wonderful opportunity there is for the 50,000 retail merchants in Canada, to become personally efficient, and enable their quarter of a million employees to become more efficient—to work better, faster and more accurately.

The National Cash Register Company have utilized years of experience, brains and energy in devising a mechanical means of accomplishing this most necessary efficiency. This machine stops losses, prevents mistakes due to carelessness and inaccuracy, and saves time. They are indispensable to the merchant who desires the highest possible efficiency in running his store, and are helpful to every ambitious clerk.

Our new model Registers stop losses, mistakes, temptation and carelessness.

They save time, worry and money. Without obligating yourself in any way, write us to-day for full particulars. We will gladly furnish these.



The National Cash Register Co., of Canada, Limited

Toronto - Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

A suggestion for you Mr. General Merchant

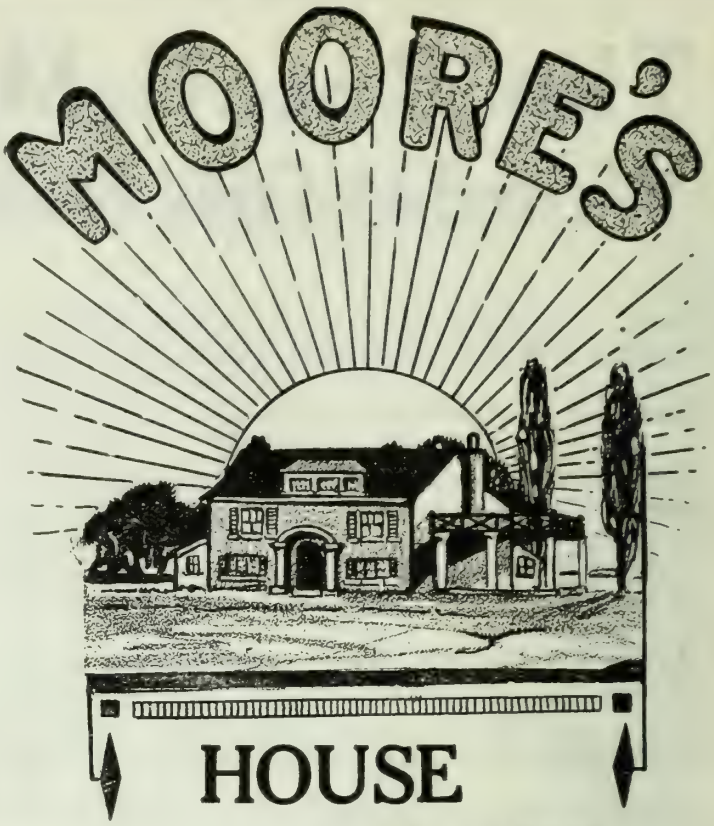
Because we know that you, in common with every other aggressive dealer, are keenly appreciative of quick-selling "repeaters," we are making you a very special offer in order to prove the selling merits of our well-known House Colors.

To every General Merchant requesting same we will ship where we have not already an agency, a **trial assortment at a very special price.** We do this because we are positive that once you perceive the unusual selling possibilities of our House Colors, you will stock them right along.

Now is a particularly opportune time to get Moore's working for you. Springtime is painting time, and Moore's is unquestionably the best line to handle.

Just mail us a card to-day and we'll arrange to ship immediately. Don't forget—**Moore's House Colors are always sold on the "money-back" principle.**

BENJAMIN MOORE & CO.
Limited
WEST TORONTO, CANADA



How to Test Advertising

THE man who doubts the power of advertising belongs in the same class with the man who refuses to believe that the world is round simply because he can't get off somewhere at a distance and see its roundness for himself.

The merchant who fears to attempt advertising because he figures it as an "expense" is blind to his own interests. I personally know several men who, because they once tried advertising to the extent of a cheaply printed hand-bill and didn't find it necessary next morning to call on the police to keep the crowds of eager buyers from swamping their store, loudly and solemnly aver that "advertising doesn't pay."

Advertising *does* pay.

The most successful merchants are the merchants who believe most thoroughly in advertising and who practice their belief.

But advertising, in order to pay, has got to be *intelligent* advertising.

The day of hashed-over superlatives —"best goods," "lowest prices," "best stock in town," "greatest bargains ever heard of," and so on—has passed.

People have learned to distinguish the *truthful* advertiser from the blatant behind-the-times storekeeper who believes that, so long as *he* claims to have the best goods on earth, or under the earth, or within wireless distance of the earth, people will break their necks trying to get to his counters in the forefront of the crowd.

Put some *brains* into your advertising.

Don't let the office boy write your announcements in between his other duties.

Don't doubt the business-getting and business-building power of intelligent and informative publicity—and you will find that advertising *does* pay.

—*Jerome P. Fleishman.*

WHEN



your customer asks for Pork & Beans, give her



CLARK'S
PORK & BEANS

She will be satisfied.
You will gain her confidence.
Business will benefit.

Quality Goods are Advertisers.

W. CLARK, LIMITED
MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.



California to the rescue

Sunny California, with its irrigated orchards, vineyards and truck farms, can be counted on to provide fruits for the peoples of North America and of other lands. This year Canada must depend on the dried and canned fruits and vegetables of California more than usual, and on

Griffin & Skelley's
Peaches, Plums, Apricots, Prunes and Raisins

—because domestic goods are scarce and high-priced. Get your customers in the way of relying more on *you* than on *themselves*—by giving them G. & S. goods. So will you make more money, and at the same time render an appreciated service.

Griffin's Seedless Raisins

are established favorites. They can always be relied on. The demand will be good. Have a plentiful supply. There is money in them, and the packages make a good show for counters, shelf, or window.

Order now.

GIPSY
Stove Gloss

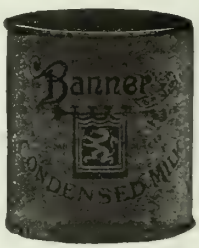
is always found in the stores of the most enterprising merchants. That is because they know the expansion of their business is indissolubly bound up with the quality of the goods they sell.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Building 24-26 Wellington St. W., Toronto

Western Agents:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

Milk Products that are purely Canadian-Made





We are honestly proud of the fact that our Milk Products—the only line of home-made Milk Products on the Canadian market—are ahead of all competitors in business-building, profit-making qualities.

First purchases of Malcolm Milk Products are only the forerunners of quickly growing repeat orders. Their purity and deliciousness are captivating.

Make sure of your stock and order early.

The Malcolm Condensing Co., Limited
ST. GEORGE, ONTARIO
"The Only Canadian Milk Company"

If any advertisement interests you, tear it out now and place with letters to be answered.

The First Trial Means a Constant User

All the unpleasant features of cleaning toilet bowls are eliminated by

Sani-Flush



A small amount of this chemical powder shaken into the bowl and left standing long enough to dissolve the incrustation, produces a clean, sanitary, odorless condition.

All you need do is to sell the first tin to a customer. After that ***Sani-Flush*** sells itself.

HAROLD F. RITCHIE & CO., LTD.
10-12 McCaul Street, Toronto, Ontario

Let Babbitt's fill your cash drawer

There's good, big-sized profits in every sale of this popular cleanser, and sales are quick and steady because housewives recognize the unusual value that Babbitt's Cleanser gives them.

A 10-cent value for 5 cents—a big, generous-sized canful, and valuable premiums for Trade Marks — that is the Babbitt selling proposition.

Babbitt's will fill your cash drawer.

Wm. H. Dunn
LIMITED
MONTREAL

Dunn-Hortopp
LIMITED
TORONTO

5c. Worth Ten



Sell It For The "Family" Baking

While Purity Flour makes the finest of home-made bread, it is not just a bread flour. It is a GENERAL PURPOSE flour of the highest class. This point should be EMPHASIZED by grocers when selling it it to the housewife.

The splendid quality of Purity Flou r insures pie crust light, flaky and full of flavor. It makes cakes and puddings and biscuits that make the home cook proud of her baking.

Any good cook who buys Purity Flour on your recommendation will be thoroughly satisfied with her purchase.

PURITY FLOUR

Satisfies the home cook

Western Canada Flour Mills Company, Limited

Toronto Winnipeg Calgary Goderich Montreal St. John

If any advertisement interests you, tear it out now and place with letters to be answered.

GRAPE JUICE

Unvarying Excellence

That is the reputation possessed to-day by E. D. Smith's High-Class Products. A reputation obtained after many years of scientific effort towards the perfecting of a line of appetizing and wholesome foods.

To-day our plant is one of the most modern on the continent, equipped with the very latest and most up-to-date machinery, and manned by the most expert workmen.

Its ideal location (right in the heart of the fruit belt) enables us to secure the very pick of the season's growth. Nothing is left to chance, hence,

we have the goods and the reputation.

Our aim has always been to co-operate with the dealer, and give the consumer a superior product at a moderate price. That we have succeeded is proved by the enormous and constantly growing demand which is a feature of E.D.S. Lines.

Replenish your depleted stock with a supply of E.D.S. Brand.



E. D. Smith *and* Son, Limited

WINONA, ONTARIO

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

This Space is Yours For $2 On Yearly Order

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE from COAST to COAST.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

This space $1.00 per insertion on yearly order.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

To Manufacturers and Shippers

To take care of our agencies, we have competent sales staffs, offices and large warehouses at

Winnipeg (Manitoba)
Regina (Saskatchewan)
Saskatoon (Saskatchewan)
Calgary (Alberta)
Edmonton (Alberta)
Vancouver (British Columbia)

We are in daily touch with every Wholesale Grocer Jobbing House in the Provinces of

Manitoba, Saskatchewan, Alberta and British Columbia

If you require SERVICE and RESULTS in marketing your products, communicate with us at any one of our offices.

Donald H. Bain Company

Wholesale Grocery Commission Brokers and Manufacturers' Agents.
WINNIPEG, MAN.
Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East. Winnipeg

McKelvie & Stirrett Co., Limited

Wholesale Grocery Brokers and Manufacturers' Agents.

CALGARY **ALBERTA**

We solicit agencies for staple lines.

THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg

We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.

Correspondence solicited.
"Always on the Job."



FRESH STOCK

Christie's Biscuits, Robertson's Confectionery

Our large turnover at Winnipeg enables us to carry a wide range of varieties without danger of having stale goods.

Fresh goods help to build your business and increase your profits.

SCOTT-BATHGATE COMPANY, Ltd.

Grocery Brokers and Commission Merchants

143 Portage Ave. East, WINNIPEG

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES (CONTINUED).

The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

C.H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

One Inch Space
$1.00 Per Issue
on Yearly Order.

This space would cost you only $1.00 per issue for one year.

MANUFACTURERS AND SHIPPERS

We wish to communicate with firms who are looking for representation in the **PRAIRIE PROVINCES.** We have offices in **Winnipeg, Calgary and Moose Jaw.**

We are interested mainly in staples in car lots, but have the facilities for warehousing if necessary.

Write to Post Office Box 3031, Winnipeg

The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but -DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in THE FARMER'S MAGAZINE

A half-page 12 times will cost you $307.20 ($30.60 per insertion). A full page, $711.00 ($59.60 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

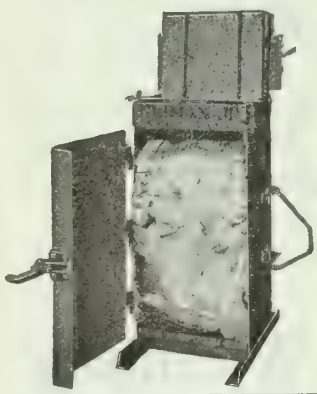
QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY.
Commission Merchants and Brokers.
91 DALHOUSIE ST. - QUEBEC CITY

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

A condenesd ad. in this paper will bring replies from all parts of Canada.

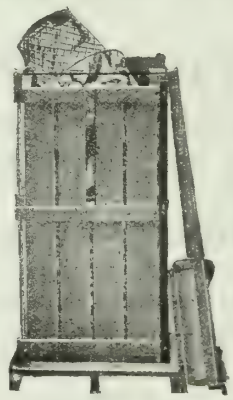
WASTE PAPER PRICES



were never as high. Paper mills are simply up against it for raw materials. An

ALL STEEL **CLIMAX** FIREPROOF

BALING PRESS
will earn money for you every day.
Made in 12 sizes.
CLIMAX BALER CO.
Burton St., Hamilton, Ont.



The Boy operates it.

Something for Nothing
is actually realized with a
SIMPLEX
PAPER BALER
Turns Waste into Profit.
Keeps your premises clean and tidy.
Eliminates the risk of fire in loose paper.
Strong built, of ample size, efficient and easy to operate.
Built for Business and Profit.
Let us tell you more about it.
General Sales Company
206 Stair Building, Toronto

Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

More Dollars

You can make "Dollars Grow" out of your *spare time.* Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES IN CAR LOTS

If you wish to buy or sell get in touch with us. Write or wire. All communications answered promptly.

WHITE & McCART, LIMITED
309-310 Board of Trade Building
TORONTO - - ONTARIO
References: Dominion Bank of Canada, Toronto

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
TORONTO WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont.

Kindly mention this paper when writing advertiser

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Raisins
Special Price on Spot
Thompson Seedless
SAMPLES IF WANTED
W. H. Millman & Sons
Wholesale Grocers' Brokers
TORONTO

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.
We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen. (Get in touch with us.)

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

A Salesman Always on the Job

IT is the constant dropping that wears the stone away. It is the constant knocking at the door of attention and favor that in the end gives you ready access to the good-will of buyers of your merchandise.

You can keep up a constant knocking—a bid for attention, a reminder of yourself, a spokesman of your message—this by using regularly

The FARMER'S MAGAZINE

No man whose customers and should-be customers are farmers should be absent from their attention. Their will and purpose to buy may mature at any time. The salesman on the spot stands the best chance to get the order.

All this you know, but—do you live up to the behest of your knowledge?

Let us tell you more about **The Farmer's Magazine** in a special letter.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

Mr. Storekeeper:

The goods contained in this can are manufactured in Canada by Canadians.

When this country is struggling for its existence, it is up to you to push Canadian-made goods when they are as good and put up as well as any American goods on the market.



The B. & L. Manufacturing Co., Limited

Sherbrooke, P.Q.

Get the "Grocers' Encyclopedia"—

A large, hand-somely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.
A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid $10.50.

Technical Book Dept.— MacLean Publishing Company

143-153 University Ave. - Toronto



Dutch Tea Rusks

The New Breakfast Food

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.

WINNIPEG, MAN.

Agents for Canada

Try This Experiment

Take your customers' list and check off the names of those who are *not now* buying eggs at your store. You'd be amazed at the number.

Figuring their egg business at only 1 dozen per week and at an average price of 35 cents per dozen amounts to approximately $18.00 yearly for each customer, a total of several thousand dollars.

Add to this the other grocery business that now goes to your competitor along with this egg business. It's several times that amount. You are undoubtedly now losing this sum total every year because of—the quality of eggs you sell—or your method of delivering them.

Let us show you how, with the *Star System*, you can remedy both.

Write us

Star Service costs you less—

Increases your Business and Profits

Star Egg Carrier & Tray Mfg. Co.

1620 Jay St. Rochester, N.Y.

If any advertisement interests you, tear it out now and place with letters to be answered.

YOU make *sure* of satisfying your customer when you sell her Red Rose Tea. The *sealed* package keeps this choice blend of Assam and Ceylon teas fresh, full strength and full flavor.





The Eureka is the ONLY patented Refrigerator in existence with centre warm air flues across ceiling of Cooling Room.

LOOK at it from any angle you will the **EUREKA** Refrigerator is the most practical and efficient model on the market to-day.

BETTER security, better display, satisfied customers and bigger profits will result when you instal a **EUREKA.** Let us tell you all about it. Write for full particulars and illustrated catalog.

Eureka Refrigerator Co., Ltd.

Brock Ave. Noble St. Earnbridge St.
Phone Park 513

Head Office and Showrooms:
27-31 Brock Ave. Toronto, Canada



Keen's Oxford Blue

MANUFACTURED UNDER THE BRITISH FLAG

Display Keen's Oxford Blue on your counter and one of our beautiful lithographed display cards in colors as shown in the illustration.

Canadian Agents:

Magor, Son & Company, Limited

191 St. Paul Street West, Montreal — 30 Church Street, Toronto

The Peer of all Temperance Drinks

BARNES GRAPE JUICE



Every drop of this pure Canadian Product is quality, tempting sales-creating quality, to satisfy the most exacting requirements of your trade.

Barnes is pure Concord and the process of manufacture develops and preserves the true flavor so necessary in promoting profitable Grape Juice sales.

A stock displayed in your window or inside where your customers will see it will start this demand your way. Begin to-day.

The Ontario Grape Growing and Wine Manufacturing Co.
ST. CATHARINES, ONT.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.

CANADIAN GROCER

Vol. XXXI. TORONTO, APRIL 6, 1917 No. 14

American War Measures and Trade

What Will be the Probable Influence of New World Developments on Prices — Enquiries of Prominent Wholesalers Provide Interesting Suggestions —Probable or Possible Effects Outlined.

The action of the United States in entering the war, might naturally be expected to affect prices. Just how far this may be expected is outlined in the accompanying article.

There is a general feeling that conditions between the two countries will not be materially changed, and consequently an embargo on any food products, the only thing that might be feared, is not a possibility.

General food commodities are expected to remain at about their present figures. There are some exceptions, however. It is thought that flour and cereals may advance somewhat, owing to increased consumption by the Army that the United States is expected to raise. Sugar may also feel this effect, though there is not the same certainty on this point. Coffee will likely be affected. Produce will probably be the most affected of all and will probably see considerably increased prices. The raising of an American army, the probable effect of America's entry into the war, on its duration, and their action in the matter of the interned German ships all have their bearing on this important subject.

SINCE our last week's issue another event has transpired in the world history that may have a considerable effect on the situation facing the trade of the country. The last great neutral nation has thrown herself into the world war, with all that this may mean in the way of disturbed commercial conditions.

At this early date, with the probable trend of events still unknown, it is impossible to foretell just what effect this change may have on the commercial situation. That it will have some effect is more than likely. There are, however, some lines of trade that may reasonably be expected to be influenced by the new conditions, and it may be well for the trade at large to be made conversant with these possibilities.

With a view to presenting some of these to our readers, the CANADIAN GROCER representative interviewed some of the prominent wholesalers of the country, and presents herewith their opinion of the possible effect of this new condition.

The consensus of opinion is that, taking the matter broadly, there is no great likelihood of any great increase in prices, though there is a general feeling that the changed conditions will at least have a strengthening effect on all markets, and whatever changes may be experienced, the very fact of our great neighbor being at war will preclude the possibility of any price declines.

Higher Price in Produce Expected

In some lines dealers are inclined to expect still higher prices. This is notably the case in the matter of produce. R. J. McLean, of the Bowes Company, Toronto, is authority for the belief that the changed conditions will have a considerable effect in strengthening prices in this line.

He points out that owing to the speculative market in the United States at present, eggs are at an exceptionally high figure, 31c to 31¼c being the latest figures, and with the possibility of war before them, the speculators will be still more active in their buying, so that there is every indication of a considerable increase in price. Wherein does this effect Canada? For one thing Canadian dealers have been buying largely of late on the American market, in both butter and eggs, paying a duty of 3c a dozen on eggs and 4c a pound on butter, in addition to the 7½ per cent. war tax. Should prices advance even slightly in the American market they will become almost prohibitive as far as import into Canada is concerned. Then there is another consideration. These goods, especially eggs, enter the United States duty free, and any increase in price on that side of the line is liable to cause American buying on this side of the line with consequent increased prices.

As a matter of fact, in Mr. McLean's mind conditions are already very serious here. The prices are so abnormally high—10c higher than one year ago—as to almost preclude the possibility of storing, especially in view of the fact that there is no surety of transportation facilities being available.

If German Ships Available by Fall Produce Prices Will Go Sky High

H. B. Clemes, of Gunns, Limited, Toronto, was of the same opinion as Mr. McLean; it appeared certain to him that the new conditions in the United States would certainly tend to increase prices. "The American produce market is entirely a speculative market at the present moment," he said, "and under these conditions it is more than likely that heavy buying will force the prices up. In Canada we are urging increased production as a cure-all. That is very good, but if this production is increased there must be some place to dispose of the surplus. At present the

scarcity of tonnage and the uncertainty of being able to export, is presenting a very trying situation for the produce man. If there is no provision made to handle these products, why prices must of necessity decline; but if ample provision is made—for instance, if the Americans can put the interned German boats in commission by the fall, and thus assure the prompt handling of these lines—prices will in all likelihood go sky high."

What will be the effect on such commodities as tea? The general feeling is that the entry of the United States into the war can have little or no effect, simply because market conditions have been such that they could hardly be made more difficult. Recent reports state that market conditions in the East continue to become more difficult, and that London holds out no hope of the embargo being lifted.

Tea Advancing Strongly, But Not Due to U. S. Action

Geo. H. Campbell, of the Red Rose Tea Co., does not expect any change as a result of America's action. It is true that a good part of the tea comes through the port of Boston, but he does not anticipate any difficulty in this regard, nor any curtailment of the service at present available.

The representative of another large importing tea house is of the opinion that the action of the United States can have no particular effect, as this action has been discounted some time past by importers. As far as the tea market goes, he stated there will be a material increase in price, which is quite apart from the effect of the American situation. "The situation is merely this." he stated, "there are some 200,000 chests of tea coming direct, whereas 500,000 are needed. This balance was in the past, of course, secured through the London tea market—a source that is now entirely cut off. That leaves a great margin of demand to be met. This is a situation that can be met only by an increase in the available tonnage. and this seems next to an impossibility. Recent reports, indeed, state that ships plying between Australia and India and Ceylon have been requisitioned by the British Government, still further complicating the situation."

What of the situation in regard to coffee? This is another line that is expected to feel some effect from the new conditions.

Will Probably Effect Coffee Price

W. S. Greening, of the T. B. Greening Co., Toronto, is of the opinion that it may, and probably will, increase the price on spot coffee.

Considering the matter on the basis of the suggestion to put a million and a quarter men in the field, Mr. Greening thinks that this would have a very considerable effect. Coffee is served in the American army three times daily, the ration per man being about one ounce daily. This would mean an increased consumption of some 300,000 pounds yearly; in itself quite an item. Then there are other possibilities. It is more than likely that there will be a tax imposed on coffee. Moreover, the United States once actively engaged in war, it is probable that the Germans would extend their submarine activities to American waters. This would mean an immediate jump in war rates that would directly affect Canadian prices.

Any Peace Suggestion Will Send Coffee Market Soaring

The trend of the coffee market, according to Mr. Greening, depends largely on the possibilities of an early peace. The near approach of peace will send the coffee market sky high, whereas any suggestion of a prolongation of the war would have a depressing effect on prices.

The possibility of America's entry into this war tending to shorten the struggle, along with the probability of increased war risks on freight, are the only two items likely to affect the coffee trade in Canada. But even these may mean some increase in price in the near future.

Flour and Cereals Firming Under Influence of U. S. Action

In the matter of flour and cereals there is a general expectation of advanced prices. For one reason the proposed army that it is contemplated raising will be fed more largely on these products, and there will be a consequent increase in price. Here, again, also the probable use of the interned German ships is a great element. If this immense amount of tonnage is available for commerce, it will materially aid the transportation situation and put all flours and cereals in a better condition than they have enjoyed for some time, with the consequent effect of increasing prices.

Sugar May Increase But, Increase Not Assured

Sugar another staple product, is expected to feel some effect from the changed conditions, it is argued that an army in the field consumes much more of such products than the same number of men at their usual avocations, there is not the same assurance of increased prices in this line however as in that of flour.

In regard to general grocery commodities, that are imported in considerable volume from the United States, the prevailing opinion is that there will be no appreciable change in price. Hugh Blain of the Eby Blain Co., Toronto, is of the opinion that the changed conditions will not have any very marked effect. We are too near a new crop he thinks for there to be anything in the nature of heavy increases. What prices will be will be dependent more on this actual crop than on world conditions.

General Grocers Not Expected to Be Greatly Affected

Mr. Eckhardt of the H. P. Eckhardt Co., does not anticipate any great change unless a buying fever, similar to that noted in Canada at the beginning of the war should take place. Should such an era of buying come into effect, there can be no doubt that prices would temporarily advance. Whether or no, there is no question of any decline in price. The tendency of war is always to increase prices. In answer to a question as to whether he expected any embargo on food stuffs. Mr. Eckhardt stated that he did not anticipate anything of he kind.

Possible Tin Plate Embargo Would Produce Serious Canning Situation

Walter Lumbers of the James Lumbers Co., Toronto, was also of the opinion that only a slight effect was to be expected in food prices. A temporary flurry was all he thought that was to be feared. The only thing that might produce a very serious situation, was a possible embargo on tin plate. Such a move would practically cripple Canada's canning industry as owing to difficulty of securing this plate from Britain, it had been bought practically exclusively in the United States of recent date.

In the matter of fruit no difficulties are expected. J. Palmer of White and Co., Toronto, stated that the chief difficulty at present was due to car shortage which he did not think would be affected materially by the war, unless there should be trouble with Mexico. If such a thing should transpire there would be a difficult situation indeed to be faced.

There is a fairly general feeling abroad that prices at present are at such a level that there can be no spectacular increases, but that whatever the effect Americans entry into the war may have it will forestall unquestionably any tendency toward a declining market.

JOBBERS NAME SUFFICIENT GUARANTEE.

There is really no more reason why the packer's name should be placed upon the label of the products put out by a reliable and responsible concern than that the name of the factory superintendent should be inscribed on the container. So long as the jobber or retailer stands back of the brand that he places on the market, no greater assurance is given the consumer and no larger degree of confidence is developed by advertising the man who packs the goods or the man who grows them.



The attractive store interior of A. L. Pinard, Rideau Street, Ottawa.

New Freight Schedule Issued

Tariff Increases Affecting Movements of Commodities From East to West Sanctioned by Railway Commission

HE Railway Commission at Ottawa has sanctioned the new tariffs fyled by the railway companies increasing the lake and rail rates from Eastern Canada, via lake and rail routes to Fort William and points west thereof, effective April 23. The increases were opposed by the Montreal and Toronto Boards of Trade, and the Canadian Manufacturers' Association, but the Commission found justification in the fact that the rail haul from Montreal was in direct competition with the all-water movement via the St. Lawrence and Great Lakes.

The new schedule of freight tariffs divides all freight into various classes according to its nature and whether there is a whole car load or part of a car load. Class Five, which includes merchandise and cottons in whole car loads is the one in which Western shippers are mostly affected.

The following comparison of old and new rates from Montreal to Winnipeg on the basis of 100 lbs., shows how Western shippers will be affected:—

Class 1, old rate, $1.35; new, $1.41; increase, 6c. Class 2, old, $1.15; new, $1.18; increase, 3c. Class 3, old, 94c; new, 97c; increase, 3c. Class 4, old, 94c; new, 97c; increase, 3c. Class 5, old, 63c; new, 65c; increase, 2c. Class 6, old, 57c; new, 58c; increase, 1c. The increase in classes 7 to 10 are also 1c.

While the total freight charges to further Western points are different than to Winnipeg, the amount of increase in freight rate will be the same as Winnipeg.

Rates on the following commodities from Eastern shipping points to the head of the lakes are advanced as under, effective April 2:—

	Old rate.	New rate.
Binder twine	.15½	.17
Iron commod.	.19½	.22
Cement	.12½	.15
Plasterers' hair ...	.20	.30
Stable fittings	.25	.27

The foregoing comparisons show that the increases are general and affect the movement of practically all traffic from Eastern to Western Canada, via the lake and rail routes. There is no change on the rates from Fort William westward.

GENERAL MANAGER, McCORMICK MFG. CO., PASSES AWAY

Thomas Palmer McCormick, Vice-president and General Manager of the McCormick Manufacturing Company, passed away in London, Ont., on Saturday night last. Mr. McCormick had been ill for some two months, but his illness was not considered to be of a very serious nature and his death came as a great shock to his many friends and acquaintances.

A son of Thomas McCormick, the founder of the business, he was associated with his two brothers, George and Frank McCormick, from quite an early age, and in the chief executive capacity brought a business that had been given to his charge into a new era of service and success. The McCormick Company, under his guidance, has become a firm of Dominion-wide business influence, and the loss of its executive head will be keenly felt by the multitude of friends of the firm.

Mr. McCormick was born and grew up in London, and has always been associated with the life of the city. He was a director of the Ontario Loan and Debenture Co., and a member of the Board of Trade. He was also associated with a number of charitable and philanthropic activities. He is survived by a wife and two young sons.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - *President*
H. T. HUNTER - - - *Vice-President*
H. V. TYRRELL - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES:

CANADA—Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address. Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s, 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, APRIL 6, 1917 No. 14

EDITORIAL BRIEFS

VALENCIA oranges from Spain are reported as coming to this country for the first time in ten years. The damage to the Florida orange crop has again opened the way.

* * *

CHICAGO millionaires have prepared to put a goodly part of their grounds into potatoes. "Everybody's doing it." Potatoes at least ought to be cheap this coming winter.

* * *

RIDGETOWN, Ont., is talking of closing all the stores one day a week so that the proprietors may give sufficient care to their garden. That's all right but who is to make sure that the grocer sticks to his garden and doesn't go frittering his time away in *his Fliver.*

* * *

THE Retail Grocers of Washington, D.C., have agreed together to feature only goods that have not increased in price. The idea is indeed a good one though it will take a good deal of investigation to find sufficient goods coming under this category to make a good sized window display.

* * *

A FARMER near Galt is reported to be holding 1,100 bushels of wheat, until, as he says it reaches the proper price. Surely the proper price ought to have been reached by now. Never did the farmer's wildest dreams suggest such prices as are being paid at present. Incidentally this same farmer is probably wailing loudly against the extortionate price of sugar.

* * *

ONE of those energetic investigators, who can investigate anything that has a figure in it anywhere, has lately been investigating rats. According to this mathematical gentleman, what rats can do in a year is something marvelous. According to his statement in the U.S. alone $165,000,000 disappear annually by this means. That seems a large sum to pay just to be hospitable to the rats.

* * *

AND that's not the worst thing the investigators have discovered. Another one of them is out with the statement that in the U.S.,—one has to quote the U.S. in these matters, because they are the only people supremely enough interested in everything pertaining to themselves to make these investigations,—the housewives annually waste $700,000,000. Well at least the grocer gets a little something out of this, so its not all clear waste. But you can't find a cheerful thought to tie onto the rat.

* * *

WINNIPEG'S Public Utilities Commissioner has investigated the high cost of living and finds no evidence of any combine to keep up prices. He can see nothing but the working of the law of supply and demand. Practically all investigations lead to this conclusion, but few investigators openly acknowledge it because they are public servants and the public desires to be informed to the contrary.

* * *

A GOVERNMENT expert who recently examined the Niagara District crop states that the coming year will see an enormous crop. The heavy snow saved the situation in protecting the trees from the unusually intense cold. A local authority, however, states that there will be practically no peaches in some districts. This authority bases his contention on the fact that last summer's weather was too warm. Here are two opinions. Try a guess for yourself.

* * *

HERE'S a new one taking up the cudgels for Margarine. The Society of Chemical Industry meeting some days ago in Montreal, has petitioned the government to permit the use and manufacture of Margarine in Canada under license and strict supervision, so that dairyman and consumer may both be protected. What arguments will the Dairy interests use against these folks, they seem to be disinterested enough?

THE BALANCE OF BENEFIT

WE now find the *Grain Growers' Guide* complaining about the high cost of living. The *Guide* represents the interests of the farmer. If the farmer is not getting the benefit of the high prices of natural products, who is? The trouble is that the farmer is also a consumer. Every consumer looks at the price which he must pay for that which he consumes and does not consider the wherewithal from which he has to apportion that price. Money is of comparative rather than of actual value. A dollar is not so much a dollar to the purchaser as something which may be exchanged for something else. The fact remains that

despite the number of dollars which the consumer must pay for his requirements he has more dollars left than before the war when the money he spent brought more for its face value. So long as we can pay the price and as a people have more left than we had under normal conditions then we are prosperous as a nation. This is proven in the actual condition that the average Canadian was never in a better position than he is to-day. It is the readjustment of commodity prices to lower levels that a producing country like Canada has to fear.

INCREASING PRODUCTION

THE idea is taking root very firmly in Canada that one of the factors which will help most to win the war is increased production, particularly in agricultural products. We find, for instance, the Toronto Board of Trade, launching a "War Production Club," with the object of recruiting help for the farmers this summer. We find certain manufacturers offering to give each employee holidays at full pay, provided that they will spend them on a farm. There is a tendency to get "down to cases" and to actually start a campaign to provide the farmer with the help he so sadly needs.

This is, after all, a business matter; and every business man should regard it as such. Increased production will not only go a long way toward reducing the menacingly high cost of living and to enable Canada to send more food to Great Britain, but it will prove a very potent factor in maintaining business at its present high speed of prosperity. The movement to help the farmer should have the hearty endorsation and the personal support of every merchant. Each individual merchant must decide for himself what he is in a position to do along this line. He may be able to do much or little, according to the position he happens to be in. But the main point is for each man *to do what he can.*

SAVING COST OF DELIVERY

MUCH is written and said and thought on the subject of the magic word "service." A great deal of it is pure gold. Plenty of it is nonsense.

Unquestionably the subject has been overdone with the result that many ideas with reference to service, which are quite impracticable, have been put into practice and have worked out to the detriment of those who have tried them. Service has, in some directions, been overdone. So much "new-fangled" service has been attempted that merchants have thrown their profits away in a literal orgy of customer pampering.

Take the matter of deliveries. The idea that too much service cannot be given has led some merchants to so extend their delivery facilities that they have burdened themselves with an unbearably heavy expense. It is not uncommon to find in one small town some half dozen merchants maintaining delivery wagons and motor trucks to cover the same ground where there has not been enough business to keep more than two rigs busy. Duplication has been a heavy drain on store profits and it is pleasing to find a public body like the Board of Trade at Cobourg openly advocating a lessening of delivery service—particularly pleasing because a Board of Trade represents the public as well as the business man. The secretary estimated that the cost of delivery amounted to $15,000, and could be done as efficiently for $5,000 if there was a proper system of delivery at specified hours. The result of this would be $10,000 for the merchants and customers.

This is not intended as an argument in favor of centralized delivery systems. It is meant to call attention to the fact that a merchant can overdo service in the matter of delivery and that it is a department where a careful estimate of cost and efficiency should be made in their relation to each other.

THE UNITED STATES AT WAR

A THRILL of elation was felt from one end of Canada to the other when the news came that Uncle Sam had picked up the gage of battle. There has been much impatience manifested by Canadians at all stages of the world struggle toward the attitude of the United States, an inability to understand how the role of bystanders could be maintained so long. Recently, however, a clearer understanding of the peculiar difficulties that have faced our wealthy neighbor has been reaching the people of Canada; and, now that the final step has been taken, attesting the sincerity and purpose of the American people, all lack of understanding and sympathy has vanished. Until the end of the struggle and, one hopes, until the end of time, we shall stand together, bound with the bonds of a common interest, a close understanding and a lasting sympathy. Germany's blundering diplomacy has succeeded in cementing together the British Empire and the United States.

The new alliance will have the very welcome effect of smoothing away all uncertainty that has existed to date on both sides of the border line. We are now on the same side, pledged to see it through. Business relations should show almost immediately the effect of this cementing of interest. Not only will an access of cordiality be felt at once, but one imagines that for all time the trade relations between Canada and the United States will thrive on the warm feeling that comes only when two nations sally forth to war together.

Uncle Sam may not have time to play a very decisive part in the war. That is a small point, however. It is the declaration of his willingness, of his entire sympathy with our cause, that counts. Across the sea, across the border line that has not echoed to a shot fired in anger for over one hundred years, the two great English-speaking democracies have clasped hands. It may be the first step toward making possible a permanent world peace.

Re-Equipping for Brush Trade

One Manufacturer States They Have Installed More New and Up-to-date Brush-making Equipment This Year Than Ever Before—Shortage of Right Kind of Labor Largely Responsible.

ONE large brush manufacturer stated they have installed more new machinery during the past year than they have ever installed in a similar length of time. The development has been occasioned largely through their inability to get the right kind of skilled help. This has been one of the big problems with which they have had to contend with in the past year or two. There seems very little help of the right sort offering. Help that is still floating around seems an uncertain commodity. As an instance the superintendent of one plant engaged five young fellows on one particular day with the understanding that they would be at work the following morning. Not one of them turned up at the time appointed. They had presumably looked around and found where they could get a little better wages elsewhere. With enlistments that have taken place and the decrease in the number of skilled workers offering their services one manufacturer stated they have been able to overcome the labor problem only through the installation of new and improved machines for doing the work.

Brush Advances Moderate

While there have been big advances in almost every line of industry since the outbreak of war, and particularly in trades where iron and steel are used, the advance in brushes of various kinds has been comparatively small. While there have been considerable advances in some special brush lines still the general advance has not been over 10 per cent to 15 per cent. on lines taken quite generally. The necessity for an increased cost has partially been absorbed by the installation of new machines. As an instance of the way the cost of manufacture has been kept down during the past winter, a manufacturer stated they had substituted electric power for steam power. Had they been compelled to buy soft coal at the high prices that prevailed during the present winter their operating cost would have advanced some thousands of dollars. In many departments of manufacture it is costing more to do business, as the cost for instance of wrapping paper, paper boxes, twines and clerical help has all been advanced. For the present spring trade there have been no material advances in the price of brushes over those prevailing for the late spring trade of last year. There has been a good demand for household paint brushes this spring and less for the higher-class painters' brush. This to the manufacturers indicates that the painting will be done largely by the householders themselves. There is scarcity of painters for one thing, and with the higher cost of paint people will endeavor to economize in some respects. The logical line will be for them to do away with the professional painter.

Scarcity of Bristles Continues

There is a continued scarcity of bristles for the manufacture of brushes, and particularly of the French bristles. Chinese bristles have been coming forward in fairly good quantity, one concern recently having received a good shipment that will take care of their needs for some time. Most of these bristles have come by way of London, but with the increased difficulties in shipping it is anticipated that shipments may in future come by way of the Pacific Ocean and Vancouver. Military orders for brushes are about all cleaned up now and manufacturers are busy with the domestic trade.

Brooms Reach Unprecedented Levels

Broom Corn at Chicago Now Quoted at $340 Per Ton, as Against $200 Per Ton About Three Months Ago, and $60 a Ton in Normal Times—May Turn Manufacturers to Other Materials for Brooms.

WITH a recent advance by dealers in quotations on the price of broom corn the selling price at Chicago is now $340 per ton. With freight and duty paid this would represent a cost of $375 per ton to Canadian broom manufacturers. Three months ago broom corn had reached $200 per ton and this was considered an enormous price, but since then prices have almost doubled. In normal times, or not over a year ago in fact, broom corn sold at $60 per ton. This situation has meant a big change in the price of brooms. The lowest priced broom that some of the manufacturers can now supply is $7 per dozen. In normal times this broom sold at $4 per dozen. During the past month there has been an advance in brooms of approximately 50c per dozen and manufacturers state if prices were governed according to the present price of broom corn the cheapest broom would have to sell to the wholesale trade at $8.50 to $9 per dozen. By the time it reached the consumer the broom would have to sell in the neighborhood of $1 each.

Higher Prices or No Brooms

One large manufacturer stated to the CANADIAN GROCER that it was either a question of higher prices or stop the manufacture of corn brooms altogether. With the present high price of corn there was a great uncertainty over the situation. Higher prices might have the tendency to shut off demand for brooms and leave the manufacturers in an unenviable position with stocks of high-priced broom corn on their hands. A shipment of broom corn at present prices involves a small fortune. In normal times when a carload of broom corn was purchased the outlay involved would be in the neighborhood of $500 per car. With broom corn at the present price of $340 per ton a carload would be worth in the neighborhood of $2,500 to $3,000. And there would only be approximately eight tons in the carload. As an instance of the way it is affecting the broom manufacturers in the United States, one report stated that no less than 159 manufacturers have ceased the manufacture. The outlay involved in the financing of the manufacture has been too high for some of the smaller manufacturers and they have closed up in large numbers during the past six months.

Business is Hand to Mouth

Canadian manufacturers have noted a tendency toward curtailment in the use of brooms. There is a falling demand. As a matter of fact the manufacturers are not eager for business on the present basis of costs of raw materials. They are not pressing for orders. If business comes to them they are prepared to accept it, but they are not going after it with a shotgun eagerly intent on bagging it. There have been big advances in almost every class of article that enters into the manufacture of the broom. Twine is scarce and hard to get. Wire has made big advances recently, steadily in fact for the past year or two. Handles have advanced as much as 50 per cent.

Stocks of Brooms Light

Manufacturers are carrying very light stocks of brooms at the present time. One manufacturer who in normal times carried 1,000 dozen to 1,500 dozen brooms in stock is now down to about 50 dozen. Last year there was only about a third of a crop of broom corn

(Continued on page 26.)

Why Canadian Merchants Fail in Business

Lack of Capital Continues to be Chief Cause, Covering Over 38 Per Cent. — "War" Responsible for 30.1 Per Cent.—Incompetence Blamed for Nearly 14 Per Cent.—Best Relative Year Since 1912 — Business Life Grows Safer—Some Graphic Charts.

IT is gratifying for every Canadian to learn, although not unexpected in view of the wonderful improvement in business conditions in this country, that the total failures for the past year showed a decrease as compared with the year 1915 of 32.5 per cent., and a decrease of 38 per cent. when compared with 1914. More encouraging even than this, and unexpected to most of us, is the fact that the year 1916 makes a better showing than 1913, by 3 per cent.

That this country from the point of view of failures, has reached a sounder condition than in 1913, in spite of the war, becomes all the more significant when we compare the figures of the United States. There, with war conditions that never dropped to the level that they did in Canada in the first few months, the decrease in failures for 1916 over 1915 was 13.3 per cent., and of 1916 over 1914, 1.6 per cent. As compared with 1913, however, the United States had an increase in failures of 13.3 per cent., while Canada's decreased.

Slightly Less Than 1 in Every 100 Fail

From another standpoint the figures are interesting. According to Bradstreet's, to whom we are indebted for the statistics in this article, the Business Death Rate fell to 92/100 of 1 per cent. last year, compared with 1.07 per cent. in 1915, and 95/100 in 1914. That is, out of every 10,000 in business in Canada last year, 92 failed, compared with 107 in 1915 and 95 in 1914. This is a heavy toll, however, the highest of any year since 1908, the "panic" year, and we have to go back ten years more to equal it. Still, the worst record was 1.5 per cent., a fact which proves that the ancient tradition that the larger number entering business life are doomed to failure ultimately, lacks a well-founded statistical basis. It should be pointed out that the statistics used in these conclusions define a failure as one that involves loss to creditors, and does not include many cases involving physicians, actors, real estate men, etc., where others were not concerned.

Personal Shortcomings a Fruitful Cause

While there is abundant reason for congratulations from a comparative point of view, there are many elements involved in these "mortuary" statistics that call for grave consideration. Personal shortcomings bulk so largely that one is tempted to suggest that there be exercised some sort of a Government supervision that will eliminate a percentage of those who at the outset through ignorance or incompetence, or a dangerous lack of capital seem to be foreordained to failure, a suggestion that would be met by an outcry that any restrictions would be in the nature of restraint of trade. For all that, we believe the time will come when the law will require a minimum in the matter of competence and experience and perhaps of capital—certainly the former two elements being the best asset—as a means of defence for the rest of the business community.

Why do men fail? Bradstreet's have made a double grouping of causes, the first dealing with the faults of the men who fail, and the other, external reasons. These two classes are divided as follows:—

A.—FAULTS OF THOSE FAILING—
- Incompetence,
- Inexperience,
- Lack of capital,
- Unwise credits,
- Speculation (outside regular business),
- Neglect of business (due to doubtful habits),
- Personal extravagance,
- Fraudulent disposition of property.

B.—NOT DUE TO FAULTS OF THOSE FAILING—
- Specific conditions (disaster, war, floods),
- Failures of others (of apparently solvent debtors),
- Competition.

Lack of Capital Leads in Canada—Incompetence in States

As between Canada and the United States in the matter of causes of failure, there is a curious difference. In the former case, Lack of Capital is by far the most fruitful of the personal reasons; in the States, Incompetence stands at the top. Lack of Capital in Canada was responsible for 38.8 per cent. of the failures in 1916, as against 30.3 per cent. in 1915. Incompetence was the cause of 13.4 last year and 17.9 in 1915. In the United States, Incompetence claimed 33.2 per cent. of the total in 1916, and 29 per cent. in 1915, while Lack of Capital was only 30.3 in 1916 and 27.5 in 1915. However, this is not the old record across the border. In 1914 and 1913, Lack of Capital stood first, as it had every year before except in 1912. Indeed, it rose as high as 39.2 per cent. in one year.

War Conditions Caused 30 Per Cent.

While Lack of Capital was the leading cause of failure in Canada last year, as might have been expected, the war itself was the leader in the preceding

FAILURES IN THE UNITED STATES AND CANADA,
CLASSIFIED ACCORDING TO CREDIT RATINGS, TO LIABILITIES AND TO CAPITAL EMPLOYED

	1916		1915		1914		1913	
	No.	*P. ct.*	*No.*	*P. ct.*	*No.*	*P. ct.*	*No.*	*P. ct.*
Credit Ratings of those who failed.								
Total number failures U. S. and Canada	18,268	100.	21,661	100.	19,659	100.	16,378	100.
Number failing which had Very Moderate or No Credit rating	17,843	97.7	20,890	96.4	18,789	95.6	15,533	94.8
Number failing rated in Good Credit	395	2.1	689	3.2	752	3.8	723	4.4
Number failing rated in Very Good Credit or higher	30	2	82	.4	118	6	122	.8
Liabilities of those who failed.								
Total number failures U. S. and Canada	18,268	100.	21,661	100.	19,659	100.	16,378	100.
Total with less than $5,000 liabilities	11,520	63.1	12,640	58.4	10,851	55.2	9,287	56.7
Total with $5,000 liabilities and over	6,748	36.9	9,021	41.6	8,808	44.8	7,091	43.3
Total with $5,000 to $20,000 liabilities	5,144	28.2	6,676	30.8	6,380	32.5	5,143	31.4
Total with $20,000 to $50,000 liabilities	1,094	6.	1,535	7.1	1,511	7.7	1,203	7.3
Total with $50,000 to $100,000 liabilities	294	1.6	455	2.1	481	2.4	409	2.5
Total with $100,000 to $500,000 liabilities	196	1.	317	1.4	352	1.8	295	1.8
Total with $500,000 liabilities and over	20	.1	38	.2	84	.4	41	.3
Total with $1,000,000 liabilities and over	5	.03	16	.07	52	.3	24	.1
Capital employed by those who failed.								
Total number failures U. S. and Canada	18,268	100.	21,661	100.	19,659	100.	16,378	100.
Total with $5,000 capital or less	17,372	95.	20,251	93.5	18,064	91.9	15,042	91.8
Total with over $5,000 and less than $20,000	712	3.9	1,046	4.8	1,175	6.	933	5.7
Total with $20,000 and less than $50,000	126	.7	232	1.1	252	1.3	256	1.6
Total with $50,000 and less than $100,000	33	.2	69	.3	72	.4	76	.5
Total with $100,000 and less than $500,000	24	.1	61	.3	83	.4	59	.3
Total with $500,000 and over	1	.005	2	.01	13	.06	12	.07
Total with $1,000,000 and over	1	.005	2	.01	6	.03	4	.02

year. In 1915, Lack of Capital was only 30.3 per cent., while "specific conditions" rose to 35.9 per cent. In 1916 the latter had fallen again to 30.1, as compared with 24.4 in 1914.

Inexperience, which ranks close to Incompetence, was responsible for 3.4 per cent. in 1916, while in the United States it was the cause of 6 per cent. The only other fruitful cause of failure in either country is Fraud, on the part of others, which caused 7.5 per cent. in Canada, and 6.6 across the border. Competition stands surprisingly low in Canada, .2 per cent., of 1/500, compared with 4.2 per cent. in the States. Neglect is credited with 1.9 per cent. in Canada, as against 1.4 per cent. the year before, and 2.4 and 1.9 per cent. in the United States for the two years.

Individual Cause of 71 Per Cent.

To sum up the causes of failure: In Canada, the individual was charged with 71 per cent. of the responsibility compared with 64.7 per cent. the previous year, but 73.4 in 1914, a much smaller record than in the States, where the percentages were 79.5 and 74.4 respectively, for 1916 and 1915.

95 Per Cent. With Less Than $5,000 Capital

Lack of Capital as a cause is worth a closer study. No separate figures are available at the moment for Canada, but as Bradstreet's remarks, "If any confirmation were needed of the idea that the small trader's path was a dangerous one in 1916, it would be afforded by the returns of capital employed by those who failed. Of 18,268 failures in the two countries in that year, 17,372, or exactly 95 per cent., had a capital of $5,000 or less. Search through the record of twenty-six past years fails to reveal so high a percentage as this, the nearest approach to it being in 1900, when the proportion was 94.2 per cent. The proportions failing with larger capital naturally showed a shrinkage from 1915 and all preceding periods.

97 Per Cent. With Poor Credit Ratings

As regards credit ratings, it is shown that 17,843, or 97.7 per cent. of the 18,268 failing in the United States and Canada, had Very Moderate or No Credit ratings, as against 96.4 per cent. in 1915, the latter being the highest percentage recorded up to that year. Of those failing in the two countries, 63.1 per cent. had less than $5,000 of liabilities, the highest percentage recorded since 1905, when it was 65.2, and comparing with 58.4 per cent. in 1915 and 55.2 in 1914, the latter the lowest proportion in twenty-five years.

In respect to liabilities, those in Canada were less than one-half the total of 1915, being $15,767,175, compared with $32,380,501. In the United States the liabilities for 1916 showed a drop of 38.3 per cent. from 1915, and were less than half those of 1914, and indeed the smallest of any years since 1909.

Four tables are reproduced here which will repay a close study.

Business Life Becoming Safer

Bradstreet's concludes that "business life is safer to-day than it ever has been," that credit granting based upon more careful credit reporting is more discriminating, that other important improvements have been made in crop and business reporting, as well as in commercial communication and in transportation, and that more care is exercised to prevent solvent debtors from entering bankruptcy."

SUMMARY—UNITED STATES

Failures due to	Number		Assets		Liabilities	
	1916	1915	1916	1915	1916	1915
Incompetence	5,486	5,689	$18,727,522	$24,754,230	$39,268,997	$49,237,492
Inexperience	990	1,257	3,784,910	3,380,950	7,387,618	6,777,646
Lack of capital	4,995	5,229	27,431,650	48,429,359	58,223,655	80,699,933
Unwise credits	308	448	2,270,405	6,702,516	3,882,151	10,993,425
Failures of others	146	187	3,945,228	17,072,071	6,540,905	26,184,034
Extravagance	108	119	517,323	817,793	1,597,527	1,758,944
Neglect	396	350	934,749	1,427,469	2,895,608	2,831,286
Competition	701	1,082	2,170,347	4,273,106	4,672,317	9,345,842
Specific conditions	2,206	3,603	16,640,317	43,178,898	29,761,361	70,206,329
Speculation	59	80	3,331,066	1,937,427	5,849,093	6,335,582
Fraud	1,101	1,191	6,317,533	8,794,140	15,152,926	19,756,616
Total	16,496	19,035	$86,071,050	$160,767,959	$175,232,158	$284,127,129

SUMMARY—DOMINION OF CANADA, NEWFOUNDLAND AND ST. PIERRE AND MIQUELON.

Failures due to	Number		Assets		Liabilities	
	1916	1915	1916	1915	1916	1915
Incompetence	238	470	$713,555	$1,424,010	$1,751,840	$4,065,450
Inexperience	60	94	144,039	365,312	365,744	951,844
Lack of capital	689	796	2,368,147	4,575,240	6,146,253	10,145,325
Unwise credits	28	48	61,562	460,965	159,590	926,357
Failures of others	10	41	153,825	408,400	340,985	1,023,377
Extravagance	10	12	23,671	24,120	72,054	58,526
Neglect	34	37	134,273	86,085	258,870	221,551
Competition	3	4	12,014	3,300	16,412	7,075
Specific conditions	533	942	1,694,281	5,739,550	3,652,750	11,212,850
Speculation	35	32	842,778	752,520	2,162,716	1,581,008
Fraud	132	150	232,543	515,190	819,961	2,187,138
Total	1,772	2,626	$6,380,688	$14,354,692	$15,747,175	$32,380,501

PERCENTAGES OF NUMBER OF FAILURES AND LIABILITIES

IN THE UNITED STATES AND CANADA IN 1916 AND 1915, CLASSIFIED AS TO CAUSES.

Failures due to	United States, Per Ct.				Canada, Per Cent.			
	Number		*Liabilities*		*Number*		*Liabilities*	
	1916	1915	1916	1915	1916	1915	1916	1915
Incompetence	33.2	29.9	21.8	17.3	13.4	17.9	11.0	12.5
Inexperience	6.0	5.4	4.4	2.4	3.4	3.6	2.3	2.9
Lack of capital	30.3	27.5	31.9	28.4	38.9	30.3	39.0	31.3
Unwise credits	1.9	2.4	2.6	3.9	1.6	1.8	1.0	2.9
Failures of others	.9	1.0	4.6	9.2	.5	1.6	2.2	3.2
Extravagance	.6	.6	.6	.6	.5	.5	.5	.2
Neglect	2.4	1.9	1.0	1.0	1.9	1.4	1.7	.7
Competition	4.2	5.7	2.5	3.3	.2	.1	.1	.02
Specific conditions	13.4	18.9	19.3	24.7	30.1	35.9	23.3	34.6
Speculation	.4	.4	3.9	2.2	2.0	1.2	13.7	4.9
Fraud	6.7	6.3	7.4	7.0	7.5	5.7	5.2	6.8

These tables from Bradstreet's provide interesting records as to Why Merchants Fail.

BROOMS REACH UNPRECEDENTED LEVELS

(Continued from page 24.)

in the United States and the new crop will not begin to reach the market until October of the present year. It is therefore a long distance to go before fresh supplies can be had. With the present prices so high there is little prospect of lower prices on brooms. Among the broom corn dealers in the United States there is little hesitancy in stating that broom corn will go even as high as $400 per ton. The dealers or jobbers of broom corn this year found they were completely deceived in the calculations. They figured it out that the price of broom corn was pretty sure to come down and consequently did not buy their usual stocks. Prices kept going higher and they found themselves out of the market.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

The business of J. A. Lipsett, at St. John, N.B., is for sale.

Mr. F. R. Dearborn, of Dearborn & Co., wholesale grocers, of St. John, N.B., is dead.

Michael McLeod, a well known grocer of Main Street, St. John, N.B., died in the General Public Hospital there on March 29. He was sixty-three years of age, and is survived by one brother, John McLeod, also of St. John.

Richard O'Leary, of Richebucto, has taken over the J. Sutton Clark plant at L'Etang, and will operate it this year. The plant was closed down last season, and its reopening will add considerably to the proportion of the catch, which will be packed at home this year.

Prices in the United States, which largely control the local prices, are higher than ever before, and with even a normal catch the fishermen should fare very well indeed, although they complain that the higher cost of operating weirs gives them something to contend with, as well as the packers who face higher costs of fish, tins, oils and labor.

Weir owners and packers are looking forward to a splendid catch of sardine herring along the New Brunswick coast this season, the preliminary indications being regarded as most satisfactory. Preparations for the opening of the season are proving much more expensive than usual to the weir owners, the heavy ice formed during an exceptionally severe winter having done much damage to the weirs.

The Booth Fisheries, Ltd., again will operate the big plant at Chamcook, Charlotte County. This concern has been widening its interests in this district, and, about a month ago, took over the Grady factory at Eastport and the Quebec Sardine Company's factories, including five different plants. The company also is about to erect a cold storage plant at Eastport at a cost of from $150,000 to $200,000 to aid in carrying on their work.

Quebec

Gosselin & Paradis, of Magog, Que., have sold out.

Vallee & Montambault, grocers, of St. Johns, have dissolved.

R. C. Miller, of Waterloo, Quebec, visited this week on business.

David Watters, former grocery and tea merchant of Quebec, is dead.

A. Lacombe, groceries and provisions, of Fabre, has been succeeded by A. Roberge.

C. Jacob of Habicht Braun & Co., New York was in Montreal this week calling on business friends.

Mr. Sangster of Sangster & McQuaig, Bainsville, Quebec, was a business visitor to Montreal this week.

Jean Louis of Fraserville, Quebec, was a business visitor to Bon Secours Market, Montreal during the past week.

Mathis Lauzon, merchant, of Berthier, Quebec, visited Montreal last week, and called on business friends in Bon Secours Market.

W. A. Craven who represents Chase & Sanborn, Montreal, in the Maritime Provinces, left Montreal early this week for Maritime points after a business visit to headquarters.

A. H. Dalrymple of Jas. Dalrymple & Sons, Produce Merchants, Montreal, returned to business this week after a passing indisposition which had confined him to the house.

Ontario

Alex. Sangster, of Rebecca, Ont., has sold out.

Alex. Stahle, of Kitchener, Ont., is selling out.

J. S. Motz, of Crediton East, Ont., suffered loss by fire.

Andrew McDonnell, pioneer merchant of Watford, is dead.

Jos. Belfie, of Gananoque, has assigned to R. C. McCullough.

G. L. Jackson, of London, has been succeeded by Plewes & Roe.

W. J. Cannington, of Toronto, has sold out to W. G. McCannell.

Wesley Widner, former merchant of Aylmer, is dead in San Francisco.

Woodstock Produce Co., Ltd., of Woodstock, have obtained a charter.

A. E. Lineham's general store at Ruscom Station has been taken over by A. Robertson.

Thomas P. McCormick, of McCormick Mfg. Co., biscuit makers, is dead in London, Ont.

The grocery department of the C. J. Leach business of London is being sold to W. S. Deacon.

Stanley Williams, of Sarnia, Ont., had a formal opening of his new store in the Imperial Block, last week.

Alexander F. MacLaren, president of the MacLaren Cheese Company, is seriously ill in Toronto General Hospital.

The Woodstock Produce Company, Limited, of Woodstock, Ont., has been incorporated with a capital of $40,000

Hamels, Limited, has been incorporated at Hanover, Ont., with a capital stock of $40,000, to carry on a general store business.

W. I. Hogarth has sold his grocery business to the Bowden Grocery Company, after seventeen years' business in Ingersoll.

H. Martin, who for some years was a partner in the wholesale grocery firm of The Harding Co., has severed his connection with that business.

Chas. L. Williams has been taken into partnership with his father, C. Williams, of Tillsonburg. In future the firm will be known as C. Williams & Son.

W. L. Hogarth, who has been in the grocery business in Ingersoll, Ont., for a number of years, has sold out to the Bowden Grocery Co. Mr. Bowden, the head of the new firm, comes from Oshawa. Mr. Hogarth has as yet made no plans for the future.

Wetsern Provinces

G. A. Steele, of Vancouver, has sold out.

A. L. Drake, of Bellevue, Alta., has sold out.

Wood Bros., general store, Almedo, Sask., have assigned.

Henry Zado, of Mazenod, Sask., has sold out his general store.

S. Reisenberg, of Earl Grey, Sask., is opening a branch at Southey.

A. C. Beach Co., Ltd., of Earl Grey, Sask., is succeeded by A. Matoff.

McKenzie & Stewart Bros., of Dunkirk, Sask., are moving to Mazenod.

J. W. Barlow, of Bulyea, Sask., has been succeeded by Mrs. J. W. Barlow.

Swartzman & Gold, general store, Herbert, Sask., have dissolved, S. Gold continuing.

The general store of H. Oltman & Co., at Lowe Farm, Man., has been sold to C. E. Anderson.

G. R. Bissett is succeeding Bissett & Kennedy in the general store business at Fairlight, Sask.

Lipton Supply Co., Lipton, Sask., has dissolved, J. Jampolosky continuing.

Russell Baker Packing Co., Ltd., of Prince Albert, Sask., succeeded by Wm. McKay.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE opinion is quite generally held among wholesalers and others closely in touch with the grocery trade that the entry of the United States into the war will mean higher prices in many lines of commodities. Purchase of large stocks of supplies by the United States Government for the use of her troops would have the effect of sending prices in an upward direction. Beans and dried fruits of all kinds will be in big demand for the use of troops. Flour and cereals of all kinds, together with sugar, are commodities that adapt themselves to rations for an army and the consumption is expected to be heavier in these.

In the Canadian markets there has been an upward tendency in numerous grocery lines during the week. Eggs are higher and meats are in firm market. Teas have advanced in Canadian markets and still higher prices are looked for. Some authorities on the tea market anticipate that tea will be enhanced in value by fully 50 per cent. in the near future. Starches and corn syrups are all higher. Cornflakes, gelatine, ketchup, Manila paper, soaps, herring, corn products, are some of the commodities in which there have been advances. Rice will in all probability be in acute market in the near future, as one of the large importing concerns has already repudiated 15 per cent. of its contracts, due to the fact that the British Government has requisitioned tonnage on the Pacific Ocean. Business in grocery lines has kept remarkably good.

QUEBEC MARKETS

MONTREAL, April 4.—Tendencies of the markets for the present week are in the main towards firmness although here and there a few faint symptoms of the easier prices due to seasonable influences are noted. Some easing off of fish prices exists. Eggs are likely to be easier if not actually easier for Easter when consumption is heavy. Supplies of eggs have been a little disappointing so far. Butter and cheese keep firm. Pork products are very firm, and likely to be still firmer. Fruits and vegetables show merely the season's influences. Potatoes have been steady for the past week. Some roots are a shade higher. Apples grow scarcer. Demand for oranges and bananas is good, and prices keep at fair levels. Dried fruits show some better demand. Nuts are firmer. Sugar is showing an extremely firm tendency, and flour and cereals are also very firm for the current week with every indication of going still firmer.

Soaps, Soap Powders And Starches Are Up

Montreal

SOAPS, — SOAP - POWDERS, STARCHES.—Advances in several important domestic and laundry supplies are noted this week in wholesale circles. Soaps and soap powders are advanced in price or subject to withdrawal of prices and 'open' prices which means practically the same as an advance. One line has announced an advance of fifty-five cents per case which will bring the case price up from $4.45 to $5.00. It was anticipated in Montreal early this week that all soaps and soap powders will be at $5.00 per case following this advance which strikes the key note of market firmness. Starches are also advanced generally by half a cent a pound on all Canadian manufactured starches both laundry and culinary. Canada Laundry Starch is now 7½ cents a pound. Benson's Enamel Starch is $3.00 per case. Celluloid starch 45 pkgs. to the case is $3.90 per case, and these goods are subject to delayed delivery and then market price at time of consignment.

Sugar Market Firm; Big Govt. Contracts

Montreal

SUGAR.—There is continued firmness in market for sugar. Refined has not again advanced up to the time of writing, but was very firm at $7.85 the figure quoted last week for extra granulated. Wholesalers generally noted the firmness, and further advances are anticipated. Raw sugars are very likely to advance as the conditions of crop reported from Cuba are now very different from early accounts. Production is not up to expectations. Instead of the expected 400,000 tons more than last year's production there may actually be a shortage of that amount or near it. This outlook makes the market very strong indeed. The United States market has advanced, and the tone is reflected over the border. Local demand is quieter, retailers it is assumed being well supplied with stocks for the time being. It has been rumored and the rumor is not gainsaid, that very large contracts for sugar have been completed with British Government agents by the Canadian refiners during the past few days.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 85
Acadia Sugar Refinery, extra granulated	7 85
Yellow sugar	7 35
Special icing, barrels	7 85
Yellow, No. 1	7 45
Powdered, barrels	7 95
Paris lumps, barrels	8 45
Crystal diamonds, barrels	8 45
Assorted tea cubes, boxes	8 45

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Firming Tone to All Canned Goods

Montreal

CANNED GOODS.—Though there is a firmer tone in many ways about the market for canned goods, certain wholesalers are still marketing most lines at the prices which have been prevailing for some time back, and some opinions would incline to the view that canned goods may not show any immediate advances. The factor of America's entering the war may have some bearing on canned goods owing to possible army demand on a large scale across the border, and a consequent firming tendency extending to the Dominion's none too great stocks of canned goods. This factor may also affect the matter of new crop canning; should the United States be in the thick of the melee about the time of activity in the canning industry there is likely to be firmness all round. Meantime a better demand for canned goods has been noted, and a firming tone to the market without actual changes of price for the present week.

Salmon Sockeye—		
1 lb talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 75
Cohoes, 1-lb. talls	....	2 50
Red Springs, 1-lb. talls	....	3 00
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25

Canned Vegetables—		
Tomatoes, 3s	1 85	2 15
Peas, standards	1 25	1 50
Corn, 2s, doz.	1 60	1 75
Corn (on cob, gallon cans), doz.	....	8 50
Red raspberries, 2s	....	1 75
Red cherries, 2s	....	1 85
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Apples (gallon)	3 25	3 50

Market For Dried Fruits Keeps Firm

Montreal

DRIED FRUITS.—There has been quite a steady call for dried fruits of late, and wholesale houses generally report to this effect. The Lenten season has been responsible for a proportion of this consumption. The dried fruit market keeps firm in all directions. Dates while not actually advanced yet by all wholesalers are really from twenty to twenty-five cents a case dearer than in previous weeks. This amounts to about a quarter of a cent difference per package of 12½ oz. Prunes are very firm at present, and may be firmer as time goes on. As mentioned some time ago the market for new crop California prunes opened very strong indeed, and then went still stronger. Currants promise further firmness, and uncertain supply. California growers look to supplying the markets very largely this year with their various products owing to the grave difficulties besetting other sources of supply, but belligerence on the part of the U.S.A. may affect this market to some extent. Military orders for prunes have already been reported.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	0 11½	0 12½
Apples, choice winter, 50-lb. boxes	0 11½	0 12½
Apricots (old crop)	0 18	0 19
Slabs	....	0 19
Choice, 25's, faced, new crop	....	0 22
Nectarines, choice	....	0 11½
Peaches, choice	0 11½	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 21
Filiatras, packages, new	0 20	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	0 12½
Fards, choicest	....	0 13½
Hallowee (loose)	....	0 11
Excelsior	....	0 10
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat	....	2 40
Prunes, California New Crop—		
30 to 40, in 25-lb. boxes, faced	0 13	0 13½
40 to 50, in 25-lb. boxes, faced	0 12	0 13
50 to 70, in 25-lb. boxes, faced	0 11	0 12½
70 to 80, in 25-lb. boxes, faced	0 10½	0 11½
90 to 100, in 25-lb. boxes, faced	0 10	0 11
Prunes—		
30 to 40	....	0 12½
40 to 50	....	0 12
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels (loose), 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11½
Valencias, 4-crown layers	....	0 11

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Corn Syrups Advance; Molasses Very Firm

Montreal

MOLASSES AND SYRUPS.—With slow supplies and a steady demand, the market for molasses keeps very firm. It is not anticipated that prices will show much improvement for some time yet as so little new crop can come through. Corn syrups have advanced by a quarter of a cent a pound this week, and even at that are selling still under the condition that the companies will accept business only subject to unavoidable delay in shipment as a rule, and then at prices ruling at the time of shipment. A new price slip has, however, been issued by the Edwardsburg firm, and business is being done upon it subject to the reservation regarding delays under the very firm condition of market now prevailing. Cane syrups are still in strong market as before. New maple syrup is on the market in very small supplies, and at $1.25 a gallon or very slightly less than that in the country. The weather has not been favorable so far to production of maple syrup.

	Prices for Fancy, Island	Choice, of Montreal.
Barbadoes Molasses—		
Puncheons	0 67	0 62
Barrels	0 70	0 64
Half barrels	0 72	0 67

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 45
2 lb. tins, 2 doz. in case, case	3 85
5 lb. tins, 1 doz. in case, case	4 05
10 lb. tins, ½ doz. in case, case	3 95
20 lb. tins, ¼ doz. in case, case	3 90
Barrels, about 700 lbs.	0 05
Half barrels, about 350 lbs.	0 05¼
Quarter barrels, about 175 lbs.	0 05½
2 gallon wooden pails, 25 lbs. each, per pail	1 80
3 gallon wooden pails, 38½ lbs. each, per pail	2 60
5 gallon wooden pails, 65 lbs. each, per pail	4 00
Lily White—	
2 lb. tins, 2 doz. in case, per case	4 35
5 lb. tins, 1 doz. in case, per case	4 55
10 lb. tins, ½ doz. in case, per case	4 45
20 lb. tins, ¼ doz. in case, per case	4 40

Peanuts Still Rise; Almonds Very Firm

Montreal

NUTS.—With the Jewish holidays at hand the demand for nuts is expected to be good for a week or so as regards retail trade in districts where there is a Jewish community. Nuts in the shell are needed to meet this demand of course as the idea is to provide a food untouched by the hand of man until actually in the hands of the consumer. The market for peanuts keeps strengthening, one wholesaler having advanced these by half a cent a pound again. Prices for walnuts (shelled) are also firmer this week in some quarters ranging from 44 to 46 cents a pound (not a very large offering at 44 cents). Extremely high opening prices have been made for new almonds, now growing in Europe. These opened last year at about 28 cents to the jobber, and are this year opening at 36 cents to the jobber. The whole market for nuts is very firm, and few cargoes have been receivd on this side of late. Many consignments have arrived also in damaged condition, and nuts are likely to remain costly for some time.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Brazil nuts (1916 crop), per lb.	0 20	0 23
Filberts (Sicily), per lb.	0 16	0 19
Hickory nuts (large and small), per lb.	....	0 08
Peanuts (coon), per lb.	0 10½	0 11
Peanuts (Jumbo), per lb.	0 13½	0 14½
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	0 70	0 75
Walnuts (Grenoble)	....	0 18
Walnuts (shelled)	0 45	0 46
Walnuts (Marbot), in bags	0 13	0 16
Walnuts (California No. 1.	....	0 24

Beans Very Scarce; S. Americans Arrive

Montreal

BEANS.—Only the prevailing and pronounced scarcity of all grades of good Canadian beans marks the week as regards this line of goods. There are supplies of the usually required varieties, but only enough to carry along with at moderate gauged demand. More production in Canadian beans will be necessary for next season. The idea that the farmers were holding back marketing their beans is not heard now. It seems that there are really too few beans, and the high prices are justifiable. The South American reddish hued beans referred to last week are now on the markt, and are priced at only $5.70 per bushel which is a marked contrast to the cost of other beans at present.

Beans—		
Canadian 3-lb. pickers, per bushel	8 10	8 40
Canadian 5-lb. pickers	7 50	8 10
Yellow Eyes	7 75	7 95
Lima, per lb.	....	0 16
South American	....	5 70
Peas, white soup, per bushel	3 75	3 90
Peas, split, new crop, per bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	5 00	5 75
Barley, pearl, per bag 98 lbs.	6 25	6 50

Rice and Tapioca Both Very Firm

Montreal

RICE AND TAPIOCA.—While the firmness in regard to the market for rice maintains quite steadily, and there is little sign of any lower market for this commodity, no advances are recorded during the current week. Demand for rice is reported good, retailers on all hands having evidently a good market for this. For the time being the need for further enhancement of prices due to the greater cost of packing materials is in abeyance, but with the prospects of belligerence on the part of the United States so much stronger, the firming factors of the market are again at work. Tapioca is in firm market and likely to keep up in price for the sources of supply are much affected by the ship shortage, and very little tapioca is known to be coming to the American continent.

Rangoon rice, per 100 lbs.	4 55	4 60
"Texas" Carolina per 100 lbs.	....	7 40
Real Carolina, per 100 lbs.	8 15	8 65
Patna (fancy)	....	7 65
Patna (good)	4 65	6 65
Siam, No. 2	....	4 65
Siam (fancy)	....	5 90
Tapioca, per lb.	0 11½	0 12

Cocoa in Good Demand in Quebec

Montreal

COCOA.—There is a condition of quietness without market fluctuations in cocoa at present. Quite a brisk demand is being noted in the Province of Quebec, and especially in Quebec city this week. It would appear as if even the season supposed to mark the wane of the winter demand for this food-beverage is not to show any very serious falling off in call for cocoa. Not a great deal of imported cocoa is coming into Montreal at present and owing to embargoes on ship space, this condition may continue so that Canadian producers will be busy meeting demand. It is even noted that owing to the closing of trade routes to Russia from Great Britain, a Canadian firm has been asked to ship cocoa via Vancouver and Vladivostock to the Russian source of demand, a beginning possibly of trade for future years.

Cocoa—		
1 lb. tins, per doz.	....	4 60
½ lb. tins, per doz.	....	2 40
¼ lb. tins, per doz.	....	1 25
"10-cent" tins, per doz.	....	0 90
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

Coffee is Quite Placid and Steady

Montreal—

COFFEE.—Even the presence of a real raider in the path of coffee cargoes to the markets of America failed to advance the prices of coffee, or to flutter the market one jot last week. Coffee is the most somnolent of commodities at present. There is just a chance that because coffee is more in use per capita of population in the United States as compared with tea, that the entry of the United States into actual warfare would tend to firm the market owing perhaps to extra orders for army needs. For the present, however, the marked remains steady, and the demand in Canada continues good and improving. Prices to the retailer are not altered this week, and there is no suggestion made from market indications that they are likely to advance though as they stand they are firm and sure to maintain.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Tea Market is Exceptionally Firm

Montreal

TEA. It becomes necessary to advance price quotations once more on black teas. They will be found several cents higher this week than last week, because there is undoubtedly a scarcity of supply and indications of serious shortages in future. The expected has happened, and after buying heavily of high quality teas all over the available sources of supply one of the great package tea houses has again advanced the lowest priced package five cents, and other qualities accordingly. Some firms are finding retailers' demand strong, some are finding that the retail trade is inclined to hold off for lower prices on the strength of well stacked tea chests at present. There is some risk under present conditions for the retailer who awaits lower prices on teas unless his stocks are very large indeed. Those who have bought early on the rising market are well satisfied now with prices soaring still. The lack of ships to bring out cargoes from Ceylon and India may mean the spoiling of some of the stored tea in the tropics, and the shortage of ships is very serious at present. Some car loads of long delayed tea have arrived in Montreal this week from American points, but most of this tea is sold to early buyers. The situation as regards Japan teas is influenced by the market conditions for other teas to some extent. The Japan tea situation has considerably improved during the past month. Jobbers have been purchasing all the available teas left in first hands from last season. Japan tea import orders which are now being placed for next year are practically being doubled. It is therefore expected that the coming season for Japan teas will be very satisfactory. General conditions in Japan are about the same as they were last year, and beyond a slight advance in freight rates it seems that the prices will be upon about the same basis as last year's.

Pekoe Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 42	0 45
Orange Pekoes	0 47	0 49

Spice Markets Keep Firm and Anxious

Montreal

SPICES.—Extreme uncertainty at the great spice marketing centres of the American continent, and indeed of the world characterises the present situation, but while no one dares to predict what prices will be, most opinions are all towards still greater firmness for spices of all kinds. The matter of transportation is the most serious ever experienced. Good crops of the various spices at the primary sources of supply may mean nothing in the way of market factor at all since ships are so scarce. And stocks of spices are dwindling lower and lower. Pepper is extremely firm at present, and local men are finding their stocks assailed by buyers anxious to provide against emergencies. Cloves are said to be in better supply now. Pimento is firm, and mace is finding stronger demand. China grades of cassias are active; Saigons and Batavias are not so active. There is a scarcity of gingers in first hands, and the market is going to higher levels. Seeds and herbs are unchanged in market tone this week.

	5 and 10-lb. boxes.	pkgs. dozen.	¼-lb. tins lbs.
Allspice	....—0 16	....—0 10	....—0 23
Cassia	....—0 25	....—0 07	....—0 27
Cayenne pepper	....—0 22	....—....	....—0 35
Cloves	0 32—0 35	....—0 90	....—0 39
Cream tartar—50c to 55c.			
Ginger (pure)	....—0 20	....—....	....—....
Ginger, Cochin	....—0 25	....—....	....—0 31
Ginger, Jamaica	0 30—0 35	....—1 15	....—0 40
Mace	....—0 80	....—....	....—1 00
Nutmegs	0 40—0 60	....—0 45	....—0 80
Peppers, black	....—0 30	0 87—0 95	....—0 38
Peppers, white	....—0 37	1 17—1 22	....—0 40
Pastry spice	....—0 25	0 25—1 20	....—0 29
Pickling spice	....—0 25	....—....	....—....
Turmeric	0 21—0 23	....—....	....—....

Lower prices for pails, boxes or bailers when delivery can be secured.		
Cardamom seed, per lb., bulk	2 00	2 50
Carraway, Dutch (nominal)	....	0 60
Cinnamon, China, lb.	0 18	0 25
Mustard seed, bulk	....	0 25
Celery seed, bulk	0 36	0 44
Shredded cocoanut, in pails	0 21	0 23
Cinnamon, per lb., 35c.		
Pimento, whole	....	12-15

Several Vegetables And Fruits Firmer

Montreal

FRUIT AND VEGETABLES.—Apples are less plentiful now in spite of the export situation, for their season is getting over. Wealthies, McIntosh Reds, and Fameuse are about off the market. Spies are at $7.50 to $8.50, Baldwins $6.50 to $7, and Ben Davis $5 to $5.50. Oranges are a little firmer in price this week, small size navels at $4 a box (250-324), and larger sizes (126-216), $4.25 a box. Bananas are at $2.75 to $3.50, according to size. Fancy lemons are $3.75 a box (300), and choice are at $4. Grape fruit are now at $3 to $3.25. United States Brussels sprouts are quoted this week at 35 to 40 cents. Red onions are up to $7. Spanish onions are easier by 50 cents in some quarters, but are quoted from $8 to $8.50 for large cases of 150 lbs. or so, and $4 for half crates. Quebec turnips are quoted at $1.75 a bag, and Montreal at $1.25. Florida tomatoes are from $6 to $7 a crate, and beans, both wax and green U. S., are at $7 this week. Potatoes are unchanged in price from the quotations of last week. Louisiana strawberries are quoted at 16 cents for pints.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Navels, per box	4 00	4 25
Oranges (Floridas)	....	5 50
Grape Fruit	3 00	3 25
Lemons	3 75	4 00

Apples—	No. 1	No. 2
Spies	8 50	7 50
Baldwins	7 00	6 50
Kings	5 50	5 00

Wagners	**6 00**	**5 50**
Russets	**7 00**	**5 50**
Ben Davis, No. 1, $5.50; No. 2	....	5 00
Brussels Sprouts (quarts)	**0 15**	**0 25**
Brussels sprouts, U.S.	0 35	0 40
Cauliflower, per doz. bunches	....	**3 00**
Celery (Florida), per crate	....	6 00
Celery (U.S. washed), doz.	....	1 50
Onions, red, per bag (75 lbs.)	**6 00**	**6 50**
Onions, Spanish, per crate	8 00	8 50
Onions, Spanish, ½ crate	....	4 00
Onions, Spanish, ¼ crate	....	**2 50**
White onions, per bag (100 lbs.)	....	**6 00**
Potatoes, per bag (80 lbs.)	2 50	3 00
Potatoes (new) per bbl. (150 lbs.)	....	10 00
Potatoes (red)	2 50	2 75
Potatoes (sweet) hamper	....	3 50
Carrots, per bag	....	1 50
Beets, per bag	**1 50**	**2 00**
Parsnips	....	**1 50**
Turnips	1 25	1 75
Lettuce, Curly, per doz.	....	**0 75**
Lettuce, Romaine, doz.	....	**1 00**
Lettuce (Boston), per box of 2 doz.	....	4 00
Tomatoes, hothouse, lb.	....	**0 25**
Tomatoes (Florida), per crate	6 00	7 00
Tomatoes (Cuban) crate	....	**3 50**
Horse Radish, per lb.	....	**0 25**
Cabbage (barrel)	....	7 00
Cabbage (new), New York, crate	....	8 50
Cabbage (new), per hamper	....	3 50
Cranberries (Cape Cod), barrel	**9 00**	**13 00**
Beans, U.S. wax, basket	....	7 00
Beans, U.S. green, basket	....	7 00
Leeks, per doz. bunches	....	**3 00**
Parsley, doz.	**0 50**	**1 50**
Mint, doz.	....	**0 50**
Watercress, doz.	....	**0 50**
Spinach, per bbl.	....	7 00
Spinach (Canadian), hamper	....	2 00
Do., per bbl.	....	7 00
Rhubarb, per doz.	....	1 50
Rhubarb (U.S.A.), per lb.	....	0 10
Eggplant, per doz.	....	**3 00**
Cauliflower, crate	....	4 25
Garlic (Venetian) lb.	....	0 12
Endive (Canadian), bunch	....	0 25
Strawberries (Louisiana), pints	....	0 16

Jewish Holidays Mean Fish Demand

Montreal

FISH. — This week being the last week of Lent, a fairly good demand for fish has been experienced as anticipated at this period which is always supposed to mark the opening of the fresh fish season. Unfortunately this year very little fresh fish will be available owing to the stormy weather conditions prevailing on the fishing grounds both east and west. Lakes and rivers are still icebound, and are producing very few fish as yet, except a few carp, perch, suckers, pickerel, and pike. As the Jewish holidays will start next week, if fishing does not improve, record prices are looked for in fresh pickerel, pike, and so forth. From the East a few good catches of haddock and cod have been reported, also alewives are now available. Lobsters are also more plentiful, and are running down in price a little. The bulk of the trade at present is for frozen fish, and there are good supplies on hand, while prices rule steady at about the levels of last week's report. New finnan haddies and fillets, also kippered herrings are now available at reasonable prices. Trade in bulk and shell oysters, shrimps, prawns, mussels, should be a little better now due to demand from Easter trade.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 15	0 16
Digby herring, per bundle of 5 boxes	....	**1 00**
Smoked boneless herring, 10-lb. box		**1 40**

SALTED AND PICKLED FISH	
Herring (Labrador), per lb.	**9 00**
Salmon (Labradmor), per bbl.	**20 00**
Salmon (B. C. Red)	**16 00**
Sea Trout, red and pale per bbl.	**15 00**
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	**21 00**
Codfish (Skinless), (100-lb. box)	**9 50**
Codfish (Boneless), Blocks "Ivory" Brand per lb.	**0 10**
Codfish, Shredded, 12 lb. box	**1 00**

SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 40
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.	
Halibut	17 —18
Haddock, fancy, express, lb.	7½— 8
Mackerel (med.), each	20
Mackerel (large), each	25
Cod, steak, fancy, express, lb.	10
Salmon, Western	16 —18
Salmon, Gaspe	18 —20

FRESH FROZEN LAKE FISH.		
Pike, lb.	0 09	0 10
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 12	0 13
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	**2 00**
Ordinary, gal.	....	**1 50**
Malpeque oysters (choice) per bbl.	....	**13 00**
Malpeque Shell Oysters (ordinary), bbl.	....	**10 00**
Cape Cod shell oysters, per bbl.	....	**12 00**
Clams (med.) per bbl.	....	**8 00**

FRESH FISH.		
Haddock	0 09	0 10
Steak Cod	0 10	0 12
Market Cod	0 08	0 08½
Carp	0 11	0 12
Halibut	0 19	0 20
Dore	0 18	0 20
Lake trout	0 16	0 17
Pike	0 11	0 12

ONTARIO MARKETS

TORONTO, April 5.—There have been an unusual number of price changes in the upward direction during the week, which is undoubtedly a reflection of the new phase which the war has taken on because the United States has decided to cast in her lot with the Allies. There will undoubtedly be heavy purchases of supplies of foodstuffs of all kinds for the provisioning of the troops of the United States, and this will cause a firmness, with a tendency to advance. The situation with respect to foodstuffs from the Far East has become more acute, due to the fact that the British Government has requisitioned all shipping in the Pacific trade, and immediately caused a reduction of shipments of rice of 15 per cent. This will no doubt apply to other commodities as well. Tea is one of the articles that will be affected through this measure, as the local importers were hoping to get additional supplies direct from Calcutta and Colombo by way of the Pacific. Business has kept up excellently during the week, wholesalers expressing mild surprise as to where it is all developing from.

Effect on Sugar of U.S. at War Doubtful

Toronto

SUGAR.—What the effect on the price of sugar with the United States at war with Germany is pretty much an open question as yet. Authorities on the sugar situation state that it is too early to predict what might happen. It is pointed out that if the Germans send their submarines into American waters with the idea of playing havoc with her coastwise shipping, there might be a strong justification for thinking that sugar will go much higher than it is at present. On the other hand, there may be larger quantities of sugar consumed by the United States with 500,000 to a million men under arms. Sugar has good food value, and it is one of the commodities that is easily transported by an army's commissariat department. Furthermore, it is a fact, which statistics have borne out, that the more a nation is speeded up to activity the greater will be their consumption of sugar. The United States will undoubtedly speed up her way of living far greater than ever before. For these reasons it would seem that the consumption of sugar might be increased. There will undoubtedly be buying of large quantities of sugar on behalf of the United States naval and military forces. This will have a tendency to put a firmness in the market. So far there has been no apparent change in the price of raws as a result of President Wilson's address. On Monday sales of raws were made at 1-32c below the 5c level. On Tuesday sales were again made on the 5c basis. This does not indicate that there will be an immediate upward tendency at any rate. But it should be remembered that the Cuban crop will be considerably below that of last year by at least 100,000 tons. Locally there has been a good demand for sugar. Canadian refiners are now working to capacity on orders for the British Commission and to take care of the home demand. It is understood that additional orders have been received, besides the 20,000 tons recently placed, and which was the initial order. There has been no price change during the week with the exception that the Acadia and Dominion companies are now selling on the same basis as the Canada Sugar Refining Company, St. Lawrence and Atlantic Companies. For some ten years past the Acadia Company has sold 10c per hundred less than the other companies for the best granulated. The Beaver and Blue Star brands, which were sold as second-grade sugars, will be discontinued.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	7 94
Acadia Sugar Refinery, extra granulated	7 94
Dominion Sugar Refinery, extra granulated	7 94
Yellow No. 1	7 54
Special icing, barrel	8 14
Powdered, barrels	8 04
Paris lumps, barrels	8 54
Assorted tea cubes, boxes	8 54

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Soaps All Higher; Gelatines Advance

KETCHUP, PAPER, HERRING.—An advance of 50c to 55c per case has been made in Surprise and Borax soaps during the week. At the time of writing Sunlight and Comfort soaps were withdrawn, as the manufacturers could not promise delivery for at least six days. This withdrawal of prices is taken to presage higher prices for these lines, as well as for those in which advances have been announced. Surprise soap is now quoted at $4.60 per case. Borax soap in one case lots is quoted at $5, in four-case lots at $4.95, and ten-case lots at $4.90. Cox's gelatine is now quoted at $1.35 per dozen, as compared with $1.10 formerly. Lytle's green label ketchup has advanced 15c per dozen, and is now quoted at $2.50. Kippered herring in tomato sauce are higher in price, being quoted at $1.90 per dozen, which makes them a 20-cent. line. New prices on canned haddies are now $2.25 per dozen, which makes this a 25c line. Tuna fish in ½-lb. tins are quoted at $2.25 dozen, and 1-lb. tins at $3.25 dozen. Quaker Oats Company announced they are again able to supply the small square packages of 18 to case at $1.45. Manila paper has advanced to 7c per pound, being an advance of ½c. Omo washing powder has been withdrawn from the market. Puffed wheat and rice are also out of the market temporarily. Lobsters are being quoted only subject to conditions that may develop later. It is barely possible that if the lobster canners cannot get the British Government to relax the embargo to the extent of allowing 50 per cent. of the pack in there may be no lobsters packed at all.

Corn Syrups Advanced From 20c to 40c Case

Toronto

MOLASSES AND SYRUPS.—Following the firmness that has been apparent in the market for corn syrup, an advance was recorded during the week of ¼c per pound on bulk syrup in barrels, 40c per case on the 2-lb. tins, and 20c per case on the 5-lb. tins. Two-pound tins are now quoted at $3.85 per case and 5-lb. tins at $4.05 per case. For some time past the manufacturers have been shipping goods subject to prices at time of shipment. Better supplies of corn are coming forward, and it is stated the manufacturers are getting caught up with orders both on starch and syrup. Molasses continues in firm market, with a good demand for case goods of all kinds. Prices in cane syrups and molasses remain unchanged, but the market for molasses is firm, as evidenced by the fact that one concern in Halifax has instructed their representatives not to take any firm quotations, but to submit all inquiries on bulk molasses by wire for confirmation. Instructions have also been given not to sell any large quantities of 5-lb. and 10-lb. tins. There has been a good demand for molasses, especially for some of the fancy grades.

Corn Syrups—	
Barrels, per lb.	0 05
Cases, 2-lb. tins, 2 doz. in case	3 85
Cases, 5-lb. tins, 1 doz. in case	4 05
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cane Syrups—	
Barrels and half barrels, lb.	0 04½
Cases, 2-lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 75
West India, half barrels, gal.	0 42 0 44
West India, 10-gal. kegs	0 50
Tins, 2-lb., table grade, case 2 doz.	3 75
Tins, 2-lb., baking grade, case 2 doz.	2 75

Canned Corn Getting In Narrow Compass

Toronto

CANNED GOODS.—Canned corn has been in good demand within recent weeks, and as a result supplies are now getting down to narrow limits. There has been a firmness in quotations during the week, with the prevailing quotation at $1.75 per dozen. With the firming in the price of corn, the demand has shifted also to peas. The latter at the time of writing had not advanced, but are in firm market, and an advance would not come as a surprise. Canned lobsters are being quoted at $2.60 per dozen for Epicure brand halves and $1.65 for quarters. Mephisto lobsters on spot are quoted at $3 for halves and $1.90 for quarters, while Eastern are quoted at $2.85 for halves. It is doubtful whether orders for lobsters to arrive will be filled, as the packers may conclude not to run their factories at all if the British Government makes the embargo absolute.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb., talls	2 75	3 00
Alaska pinks, 1-lb. talls	2 40	....
Chums, 1-lb. talls	1 40	1 45
Pinks, 1-lb. talls	1 65	1 80
Cohoes, ½-lb. tins	1 45	1 50
Cohoes, 1-lb. tins	2 50	2 60
Springs, 1-lb. talls	2 35	2 75
Lobsters, ½-lb., doz.	2 60	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 15	2 25
Peas, standards	....	1 35
Peas, early June	....	1 45
Beans, golden wax, doz.	1 35	1 45
Asparagus tips, doz.	2 75	3 00
Corn, 2's, doz.	....	1 75
Pumpkins, 2½'s	....	1 85
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pineapple, Hawaiian, 2s, doz.	2 50	2 75

Dromedary Dates Go Up 10c From Importers

Toronto

DRIED FRUITS.—The price of Dromedary dates have been advanced 10c per case to the local importers, and further purchasers by wholesalers will have to be made on that basis. Wholesalers have not altered their price as yet. Stocks of Grecian currants are very low at present, and there is small prospect that additional stocks will be brought into this market in the near future. In importers' hands in New York stocks are also low, and will soon be exhausted. Trade with Greece in currants is entirely cut off at present. Some wholesalers are quoting Australian currants to arrive during the latter part of June at 17c per pound. This represents a lower price than the quotations possible on last season's shipments. Prices on American peels have not yet been announced, but it is anticipated they will be high.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Cleaned, ½ cent more.		
Australians, lb.	....	0 22
Dates—		
Excelsior, packages, 3 doz. in case	....	3 25
Dromedary dates, 3 doz. in case	....	4 00
Hallowee, per lb.	....	0 11½
Figs—		
Taps, lb.	....	0 06½
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25s, faced	0 13	0 13½
40-50s, per lb., 25s, faced	0 12	0 12½
50-60s, per lb., 25's, faced	0 12	....
60-70s, per lb., 25's, faced	0 11½	....
70-80s, per lb., 25s, faced	0 09½	0 11
80-90s, per lb., 25's, unfaced	0 11½	....
5-lb. tins	....	0 65
Peaches—		
Choice, 25-lb. boxes	....	0 12
Stds., 25-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 15	0 16

United States at War Makes Tea Excitable

Toronto

TEA.—The effect of the speech of President Wilson wherein he asked Congress to declare that a state of war exists between his country and Germany has been to throw the tea market locally into a state of great excitement. One authority on the tea situation anticipated the price of tea would advance fully 20c per pound in the near future. It was pointed out that the President asked that the cost of the war be defrayed through taxes that are to be imposed. Tea is one of the commodities that is not now taxed, and it is anticipated in some quarters that it will be one of the items on which perhaps a heavy measure of taxation will fall. As the result of this condition, tea prices in some instances have been withdrawn, pending the outcome of the situation. As anticipated in these columns last week, packet teas have advanced, Salada now being quoted 5c per pound higher to the consumer and 4c per pound higher to the retailer. Lipton's teas have advanced 3c per pound to the retailer and 5c per pound to the consumer. At the time of writing Red Rose tea had not advanced, but was in a very firm position. The cheaper grades of teas

are getting pretty well cleaned out of the local market. The wires between Ceylon and India and Toronto have been kept busy cabling orders, but whether this will ever get to Canada in time to relieve the situation is another problem. Altogether the tea situation is in a most acute stage. Quotations locally have advanced.

	Per lb.	
Pekoe Souchongs	0 40	0 42
Pekoes	0 42	0 45
Orange Pekoes	0 45	0 50
Broken Pekoes	0 45	0 50
Broken Orange Pekoes	0 50	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Coriander Seed Goes Still Higher

Toronto

SPICES.—In certain quarters the price of coriander seed was advanced 3c to 5c per pound during the week, as a result of the higher quotations in the primary market. There was doubt in the market as to what effect the entry of the United States into the war would have on spices of all kinds. The opinion was expressed by some spice men that the participation of the United States navy might tend to keep the sea lanes open better, and so make the movement of spices easier, and so cause an easier tendency. There was a steadiness in the market as a whole. Demand for spices of all kinds has been excellent, one larger dealer reporting that March was the largest month, so far as business goes, that they have ever had.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 50
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, white	0 38	0 45
Peppers, black	0 30	0 35
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 45
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 28	0 35
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	0 48	0 52
American high test	0 55	0 58

Brazilian Coffee Showed Easier Tendency

COFFEE.—There was an easier tendency in Brazilian coffees during the week, although no declines were registered in the local market. In this market again it is a little early to see what effect the entry of the United States into the war will have. With the purchase of large stocks of coffee for the United States troops there might be a tendency to firmness. Another factor that may be construed as a bullish influence is the fact that the entry of the United States into the war will undoubtedly hasten the end, and so bring the time nearer when there will be a big demand from the enemy powers. Cocoa held in steady market, with prices unchanged.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 14	0 17
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 15	0 20

Peanuts Are Heading Towards Higher Levels

Toronto

NUTS.—Peanuts are continuing their firmness in the primary market, and the shelled variety on the basis of present primary markets would cost to lay down here about what they are selling for at present. There are those in the United States who are predicting that shelled peanuts will go to 15c in the New York market. On the basis of 13c cost in the New York market the cost here would be 16½c per pound. There has been a big demand for peanuts. Brazil nuts are again down ½c in the primary market, and importers locally have followed down in their quotations. Shelled nuts of all kinds are very scarce, and the market is firm.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12½	0 14
Brazil nuts, lb.	....	0 15
Cocoanuts, per sack 100	....	6 00
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 48	0 50
Walnuts, California	0 26	0 33
Peanuts, lb.	....	0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.	....	0 85

Rice Contracts Are Being Repudiated

Toronto

RICE AND TAPIOCA.—An acute situation is developing in rice owing to the fact that the British Government has requisitioned all tonnage under British register plying in the Pacific trade. This has meant the cancellation of contracts for delivery of rice to certain importers in Canada. One large Vancouver rice milling concern has already found it necessary to repudiate 15 per cent. of all existing contracts on file and have withdrawn their list quotations. There has been a terrific demand for rice, one wholesaler reporting that of two cars arriving on Thursday it was all cleaned out on Monday. Some of the large department stores have been in the market for any small parcels they might be able to pick up from wholesalers. Rice is accordingly in a very firm market, and will probably become increasingly so.

Texas, fancy, per 100 lbs.	6 50	8 50
Siam, fancy, per 100 lbs.	6 50	7 00
Siam, second, per 100 lbs.	5 00	5 75
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	6 00
Tapioca, per lb.	0 11½	0 12½

Lima Beans Expected To Go Much Higher

Toronto

BEANS.—With the calling out of the United States militia and the entrance of the United States into the war, it is anticipated by authorities that the lima bean market will be affected considerably, and that even higher prices will prevail. Lima beans are a popular food commodity with the United States soldiers, and purchases by the Government will put them in big demand. Locally they have advanced 1c per pound from the lower levels of last week, and are now quoted at 13c to 15c. Stocks of limas are very light locally. Rangoon beans are getting in narrow compass also, while Ontarios have been there for some time.

Ontario, 1-lb. to 2-lb. pickers, bush.	7 00	7 50
Rangoon, per bushel	6 25	7 00
Black eyes, California, bushel	....	4 80
Yellow eyes, bushel	....	7 20
Limas, per pound	0 13	0 15

Cornflakes Are Up 20c to 60c Per Case

Toronto

PACKAGES.—Considerable advances have been recorded in the price of cornflakes during the week. Kellogg's Dominion brand has advanced 60c per case, and are now selling at $3.40 per case, as compared with $2.80 formerly. Kellogg's wheat flakes have also advanced from $1.85 per case formerly to $2.30 at present. Toasted rice flakes of the Kellogg brand have been increased 40c per case also, and are now selling at $2.80. Quaker cornflakes have advanced 20c per case, and are now selling at $2.70. Corn starch and laundry starch have all been advanced ½c per pound during the week. Corn starch in 1-lb. cartons are now selling at 9c for No. 1, and 8c for No. 2. Laundry starch in pound cartons is also selling at 9c. In 6-lb. packages the price is now 7½c and 10½c per pound.

Cornflakes, per case	2 70	3 40
Rolled oats, round, family size, case	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	3 60
Cornstarch, No. 1, pound cartons	....	0 09
No. 2, pound cartons	....	0 08
Starch, 6-lb. packages, per lb.	0 07½	0 0½
In 1-lb. cartons	....	0 09

Bad Weather Caused Shortage of Haddock

Toronto

FISH AND OYSTERS.—Bad weather on the Eastern coast caused a shortage of haddock and cod in the local market. One trawler was driven on the rocks and the other trawler was delayed in arriving in port. When the supplies of fish were taken off the grounded trawler some were not in a good condition. There was a consequent scarcity in the local market during the week, and prices took on a firmer tone, haddock being quoted

at 10c per pound and steak cod from 12c to 13c per pound. The season for frozen fish is drawing near to a close, and there is an easier tone as a result, whitefish being quoted down ½c per pound. Haddie fillets are also easier, and are quoted at 15c per pound, a decline of 1c to 2c. Kippered herring are slightly easier in certain instances, being quoted down to $1.50 per box. Crabs are lower by 75c per dozen, now being quoted at $1, the supply being greater during the week. Cohoe salmon are lower by ½c, the quotations being from 12½c to 13c. Some Chinook salmon was in the market and is quoted at 19c per pound. Winkles are again in, and are quoted at $1.75 per bag.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	....	0 12½
Haddies, fillets, per lb.	....	0 15
Kippered herring, per box	1 50	2 00
Digby herring, bundle of five boxes	1 10	1 25
Smoked boneless herring, 10-lb. box	....	1 50
Strip cod, 30-lb. boxes	....	4 50
PICKLED AND DRIED FISH.		
Skinless cod, 50-lb. boxes	....	4 50
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits	....	2 60
Salt cod, lb.	....	0 08½
Quail on toast, lb.	....	0 10
Shredded cod, 24 cartons	....	1 80
FRESH SEA FISH.		
Crabs, per dozen	....	1 00
Halibut, frozen	0 17	0 17½
Chicken halibut, per lb.	0 15	0 15½
Qualla salmon (pink), frozen	0 10	0 10½
Cohoe salmon (red), frozen	0 12½	0 13
Haddock, fancy, express, lb.	....	0 10
Steak cod, fancy, express, lb.	....	0 13
Flounders, lb., frozen	....	0 06
Winkels, per bag	....	1 75
FRESH LAKE FISH.		
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 12½	0 13
Goldeyes, lb.	0 07	0 08
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Yellow pickerel	0 12	0 13
Smelts, No. 1	....	0 12½
Oysters—		
Standards, gal.	2 00	2 30
Selects, gal.	2 50	2 65
Shell, per barrel	....	8 50
Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20

Carrots, Turnips and Spinach Are All Lower

Toronto

VEGETABLES.—There has been an easier tendency in the price of some of the staple lines of vegetables during the week. Carrots are quoted 25c per bag lower at $2; turnips are quoted from 75c to 85c per bag, as compared with 85c to 90c last week. Spinach in bushel hampers is also 25c lower, and is now quoted at $3. Hothouse cucumbers show an easier tendency, and are quoted from $2.75 to $3. Some California cauliflower, 15 to a box, are being quoted at $2.75. Florida celery in cases also show a decline of 25c, and are now quoted at $4.75 to $5.25. Spanish onions show an easier tendency.

Brussel sprouts, imported, quart	....	....
Cucumbers, hothouse, doz.	2 75	3 00
Cabbage, hampers	....	....
Cauliflower, Cal., 15 to 24 in box	2 75	4 50
Carrots, bag	....	2 00
New, hamper	....	2 50
Celery, Florida, half case	4 75	5 25
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
California head lettuce, case	....	4 50
Mushrooms, 4 lbs.	2 75	3 00
Onions—		
Spanish, crate, 120 lbs.	8 50	10 00
New Zealand, 75-lb. bags	....	8 00
Ontario onions, 75-lb. sack, yellow	8 50	9 00
Ontario onions, 75 lb. sack, red	8 00	8 25
Green, per bunch	....	0 75
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	3 25	3 50
Sweet Jerseys, hamper	....	3 00
Western, 90-lb. sack	3 00	....
Ontario, 90-lb. sack	3 00	3 25
Parsnips, bag	2 50	....
Spinach, bushel hamper	....	3 00
Green peppers, doz.	....	1 00
Tomatoes, Florida, 6-basket carriers	6 00	6 50
Parsley, 11-qt.	....	0 75
Watercress, doz.	....	0 30
Turnips, bag	0 75	0 85

Porto Rican Pines Advanced 25c Case

Toronto

FRUIT.—Porto Rican pineapples have advanced 25c per case during the week as a result of the higher price on the primary market in New York. Porto Rican grapefruit is also firmer in tone, an advance of 50c to 80c per case having been recorded in the primary market and to local importers. Ben Davis apples show a tendency toward lower levels, No. 1's being quoted at $4 and No. 3's at $3. Spanish Almeria grapes are quoted higher, the range now being from $7 to $9 as compared with $7 to $8 last week. Cuban pineapples are quoted steady at $4.25. Pineapples should reach the local market in larger quantities by the end of the present month, when prices should show a downward trend. War conditions, however, in the United States may upset the usual tendencies of the market this year. Strawberries are quoted 10c per quart under last week at 50c to 55c.

Apples—		
Baldwins, No. 1 N.S., bbl.	6 00	6 50
Baldwins, No. 1 Ontario	....	7 00
Baldwins, No. 2 Ontario	....	6 00
Ben Davis, No. 1	....	4 00
Ben Davis, No. 3	....	3 00
Boxes, American	2 50	3 00
Bananas, bunch	2 00	3 00
Cranberries, bbl.	9 50	10 00
Boxes, 28-qt.	3 25	3 50
Oranges—		
Cal. Navels	3 50	4 00
Floridas, case	....	4 25
Grapes—		
Spanish Almeria, small bbl., 40 lbs.	7 00	9 00
Grapefruit, Florida, case	4 00	4 75
Grapefruit, Cuban	3 50	4 00
Lemons, Cal., case	....	4 25
Messinas, case	3 75	4 00
Pineapples, Porto Rican	5 00	5 25
Cuban, case	....	4 25
Rhubarb, doz. bunches	....	1 25
Strawberries, 1-qt.	0 50	0 55

MANITOBA MARKETS

WINNIPEG, April 3. — Most wholesalers took stock last week and many of them were pretty well sold out on some of their lines, but were expecting new stocks in this week. There seems to be considerable difficulty getting delivery on certain lines of goods, and the price tendency is upward on most lines. There are a number of exceptions however, among the chief being eggs and butter. Quotations on eggs are likely to be down to around 25c this week. Retailers were selling new laids in Winnipeg at 30c, although wholesale trade were asking 28c and 29c and even as high as 32c. In the case of creamery butter, there has been a decline of a cent per lb. On the other hand, provisions gnerally are much higher, this being natural on account of the high cost of live hogs. Price of live hogs jumped last week from 14.90 to 15.50, which is a record price. Provision quotations went up as follows:—light hams are now 28 to 30c; breakfast bacon 28 to 32c, select breakfast 30 to 36c, regular backs 28c, select backs 30c to 32c, long clear bacon, light, 21c. There was also an advance in compound lard of ¼c tierces now being quoted on a basis of 17c.

In the flour and cereal market, there is very little new, first patents still being quoted at $9.70 per bbl. The only advance is in cornmeal, which is quoted at $3.60 for 98's. An important advance is that of sugar, which has jumped 40c within a week, and is now quoted on a basis of $8.55. This advance was expected the day before it occurred, raws in New York having jumped 12 points. There is a big demand for cane syrup, as it is expected that this commodity will advance in sympathy with sugar.

Sugar Advances 40c In One Week

Winnipeg

SUGAR.—The trade was somewhat startled last Thursday when advised that sugar had made a further advance of 20c, bringing up the total advance inside of a week to 40c per bbl.; thus the basis for standard granulated is now $8.55.

Brisk Demand For Cane Syrup

Winnipeg

SYRUPS.—With the heavy advances which have taken place lately in sugar, the trade are being advised that an advance in cane sugar is probable, and buying is active in view of this. The corn market is stil very firm, and corn syrup has advanced 20c per case. The molasses market is keeping very firm.

B. C. Cane Syrup—	
2-lb. tins, 2 doz. to case, per case	4 10
5-lb. tins, 1 doz. to case, per case	4 70
10-lb... tins, ½ doz. to case, per case	4 40
20-lb. tins, 3 tins to case, per case	4 25

(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes, ½ bbls., per gal.	0 70	0 75
New Orleans, blackstrap, ½ bbls., gal.	0 43	0 46

Prune Market Advancing; Apricot Market Bare

Winnipeg

DRIED FRUITS.—California market is being rapidly cleaned up of prunes,

market is advancing. The apricot market is practically bare, in California. Peaches are very firm, and it is expected that the Association will advance prices. and apart from the new differential, the Stocks of all dried fruits in California seem to be out of growers' hands. Attention was drawn last week to the fact that raisins were not selling as well as had been expected. It is pointed out this week that one of the reasons for this is the high price, and again it is not a heavy consuming period for either raisins or currants. A local jobber advses as follows:—"Prunes are scarce and high, and small sizes are scarce. There seems to be all kinds of evaporated apples on the market, in fact the trade are getting all they want; it looks as hough apples which are not shipped to the old country will be evaporated. We are getting 12c per lb. for them. Our quotations on apricots are 19c, 22c and 25c, the last being for fancy. Pears are bringing 12½c, peaches 10½c. Our Australian currants are selling for 19c; there are some very cheap currants on the market but they are poor quality. Evaporated loganberries have had a very big sale, selling at 32c per lb., ½ lb. pkgs. bringing 17½c. They are now off the market until the next crop."

Dried Fruits—		
Apples, evap., new, 50-lb. boxes, lb..	0 11½	0 12
Apricots—		
Choice, 25's	0 19	0 22
Choice, 10's	0 23	0 25
Pears—		
Choice, 25's	0 12½	0 13
Peaches—		
Choice, 25-lb. boxes	0 10½	0 11
Choice, 10-lb. boxes	....	0 12
Currants—		
Fresh cleaned, Australian, lb.	0 19	0 21
Figs—		
Cooking figs	0 07	0 07½
Dates—		
Hallowees, new, bulk, lb.	....	0 12
Fards, box, new, 12 lbs.	....	2 00
Raisins, California—		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 10
3 crown, loose, 50's	....	0 10¼
Raisins, Cal. Valencias—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Figs, cooking, lb.	....	0 09
Prunes—		
90 to 100, 25s	....	0 09
40 to 50, 25's	....	0 11¾
Peels—		
Orange, lb.	....	0 22
Lemon, lb.	....	0 21
Citron, lb.	....	0 25

Cornmeal 98's $3.50; Flour Business Quiet

Winnipeg

FLOUR AND CEREALS.—Early this week first patents were quoted at $9.70, but on Wednesday advanced 30c per barrel to $10. The wheat market has been rather firm, last week end the tendency was upward. In cereals there have not been changes sufficient to warrant new quotations on anything with the exception of cornmeal, which is up slightly. Domestic flour business in the East has been very brisk, although quiet in the West. The demand for rolled oats and oatmeal has been brisk all over the country. Corn market has been extremely high, and most dealers are asking $3.50 for 98's. The feed situation seems to be worse than ever, the demand being far in excess of the supply. Millers are of the opinion that the price could hardly go higher, as it is too high now, and would work a hardship on farmers if the price were raised. The railway embargo is practically lifted all over the country, making it easier for millers to make deliveries.

Flour—		
Best patents	....	$10.00
aBkers	....	9 50
Clears	....	9 10
XXXX	....	3 90
Cereals—		
Rolled oats, 90 lbs.	....	3 00
Rolled oats, pkgs., family size	....	4 10
Cornmeal, 98's	....	3 50
Oatmeal, 98's	....	3 75
Feeds—		
Bran, per ton	....	30 00
Shorts, ton	....	32 00
Middlings, ton	....	32 00
Mixed chop, ton	....	42 00

Manchurian Beans $5.85; Whole Peas Scarce

Winnipeg

DRIED VEGETABLES.—In view of the fact that local wholesalers are coming into the market again for white beans, the retail trade can look for higher quotations at once. It would surprise them if they knew the prices that some houses have paid for Japanese beans. The latter are practically unobtainable now, and most of those being offered are Manchurians. Whole green peas are scarce; some houses will not quote at all. Lima beans continue high. It is many months since barley jumped to its present high level; the price is still high, and brokers are not looking for any relief just now. A common figure being quoted for Manchurians by local houses is $5.85 per bushel, which will be considered a low figure before long. Split peas are offered at $7 per sack of 98 lbs.

Beans—		
Manchurian, hand-picked, bushel	....	6 50
Manchurian, 3-lb. pickers	....	5 70
California Lima Beans—		
80-lb. sacks	....	0 11½
Barley—		
Pot, per sack, 98 lbs.	....	4 75
Pearl, per sack, 98 lbs.	6 60	6 65
Peas—		
Split peas, sack, 98 lbs.	....	7 00
Whole peas, bushel	3 60	4 00

Tomatoes Move Slowly, Stocks Small, However

CANNED GOODS. — Jobbers are freely admitting again that tomatoes are moving surprisingly slow. However, there seems to be no tendency for them to cut their quotations to any extent beyond making a leader now and again. A Winnipeg jobber states that the demand for tomatoes and canned goods generally will not be felt until seeding commences, when the demand should be fair.

Peas and Spinach In; Sweet Potatoes $5 Hamper

Winnipeg

FRUIT AND VEGETABLES. In quite a number of cases higher prices are being asked this week. Sweet potatoes have gone up to $5 per hamper; they were formerly $4 per hamper. Florida tomatoes are now $2 per basket, formerly $1.75. Wine Saps and Rome Beauties are being sold as high as $3, although some are offered at $2.50 per box. Bananas are up a little this week, being quoted 6c per lb., an advance of ½c lb. The few Louisiana strawberries on the market are bringing $5 per case of 24 pints; quart baskets are bringing 80c. The first car of strawberries is expected to arrive this week for Easter. Rhubarb is now being sold on a basis of $4.50 per box. Oranges still stand $4 to $4.25 per case. California cauliflowers are arriving in smaller cases at $3. As regards potatoes, there seems to be a firming of the market, but it is very slight. Dealers are paying $1.40 to $1.50 on carload lots. There are still enormous quantities of potatoes in Manitoba, and if they are not shipped to the U. S. in too large quantities, there should be plenty until new crop arrives. New lines on the market are green peas at 25c per lb., and spinach at 15c per lb.

Manitoba potatoes, bushel	1 10	1 50
Celery, Cal., case	....	7 00
Cucumbers, box	....	5 50
Carrots, bushel	....	1 00
Turnips, bushel	....	0 60
Cabbage, per cwt., old	....	8 00
Cabbage, Cal., lb.	....	0 09
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 75
Lettuce, leaf, box	....	0 65
Imported mushrooms	....	0 90
Sweet potatoes, hamper	....	5 00
Tomatoes, Florida, basket	....	2 00
Parsley, imported, doz.	....	0 75
Peas, green, lb.	....	0 25
Spinach, lb.	....	0 15
Fruits—		
Oranges, navel, case	4 00	4 25
Oranges, bitter, Palermos, case 200	....	5 00
Lemons	....	5 00
Grape fruit	5 00	6 00
Malaga grapes, kegs	8 00	10 00
Wine saps, box	2.50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.	....	11 00
Pears, Winter Nellis, box	....	4 50
Strawberries, Louisiana, case 24 pts.	....	5 00
Strawberries, qts.	....	0 80
Bananas, lb.	....	0 06
Rhubarb, box	....	4 50

No Salmon For Easter; Fish Business Quiet

Winnipeg

FISH AND POULTRY.—There is very little fresh fish coming in, and the season for frozen is practically over. It was stated last week that fresh salmon would probably arrive for Easter; it appears now that this is not the case, and that salmon will be a little later this year. As regards poultry, business is still extremely quiet.

Oysters, Imperial gallon		3 00
Whitefish	0 12	0 13
Salmon, frozen		0 15
Halibut, fresh	....	0 16
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes		2 00
Bloaters, boxes	....	1 75
Mackerel, 20-lb. kits	....	3 00
Finnan haddie, lb.	....	0 13¾
Salt herrings, bbl.		5 00
Salt herrings, 20-lb. pails		1 60
Smelts	0 14	0 16
Haddock		0 08
Flounders		0 08
Brook trout		0 30
Smoked fillets		0 17
Sea herring	0 07½	0 08

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., April 3.—Wholesalers generally and particularly the fruit and produce men complain of the very quiet March. The volume of business for the month just closed does not compare favorably with the corresponding month of last year. This is not a knock it is a plain statement of fact, against the fact that the wholesalers never ended a March with a cleaner paid up sheet nor with a more hopeful outlook for April. Everybody is still in doubt about potatoes. Prices are firm but it is acknowledged that there is a large stock held in storage locally. Sugar is holding firm and flour has advanced 70c per barrel. Salmon and Siam rice are at open prices. Beans, Japanese, are selling at 12c per pound. Potatoes are at from $50 to $65 per ton. Lard has advanced 2¼c and is now selling at 25½c per lb. Butters are selling at from 45 to 50c per lb., eggs at from 35c to 36c per doz. and cheese at 27½c per pound.

VANCOUVER, B.C.—		
Sugar, pure cane, granulated, 100 lbs.	8 30	....
Flour, first patents, Manitoba, per bbl., in car lots	10 70	....
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, per 100 lbs.	....	....
Beans, Japanese, per pound	....	0 12
Potatoes, per ton	50 00	65 00
Lard, pure, in 400-lb. tierces, per lb.	0 25½	...
Butter, fresh made creamery, lb.	0 45	0 50
Eggs, new laid, in cartons, per dozen	0 35	0 36
Cheese, new, large, per pound	0 27½	....

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 2.—Sugar has been active, showing an advance of 20c per hundred, this week. Corn syrup is up 30c per case on 2's and 20c on 3's. Laundry starch and corn starch have advanced ½c. White beans are being quoted from $10.50 to $12.50 per hundred. Large Ontario cheese has advanced 3c to 4c and is now selling at from 27c to 30c. Bacon sides are up ½c. Canned pineapple is apparently due for sharp advances. Locally new laid eggs are costing the retailer from $7.75 to $8.25 per case, a drop of 75c. Clothes lines, package gelatine and canned meats are amongst this week's advances.

CALGARY:		
Beans, small white, Japan, lb.	0 10½	0 12½
Flour, No. 1 patents, 98s, per bbl.	....	9 90
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 35
Rice, Siam, cwt.	....	4 75
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	8 85
Cheese, No. 1 Ontario, large	0 27	0 30
Butter, creamery, lb.	....	0 44
Lard, pure, 3s, per case	....	15 00
Bacon, smoked backs, lb.	....	0 30
Bacon, smoked, sides, lb.	....	0 29½
Eggs, new-laid, case	7 75	8 25
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 3s, standard case	3 60	4 00
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall a.cse	5 00	5 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., April 3.—The demand continues strong in all lines with continued difficulty in securing stocks. Price changes this week are all upwards. Cornmeal has advanced 25c per bag, and is now selling at $3.00. Eggs are selling at 38c per doz. an advance of 3c per doz. Pure lard is up to 27c per lb., while compound sells at 18½c. Apples sell at from $2 to $5.75 per bbl., an advance of 25c. Malaga grapes at $5 to $7 per keg, and potatoes at $5.75 an advance of 25c per bbl.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba	....	11 00
Ontario	....	10 25
Cornmeal, gran., bbls.	....	7 50
Cornmeal, ordinary, bags	....	3 00
Flour, buckwheat, 100-lb. bag	5 50	5 75
Molasses, extra fancy, gal.	0 59	0 60
Rolled oats, bbl.	....	8 25
Beans, white, bush.	....	7 80
Beans, yellow-eyed	....	7 55
Rice, Siam, cwt.	6 00	6 25
Sago and Tapioca, lb.	0 11	0 12
Sugar—		
Standard granulated, cwt.	7 80	7 85
United Empire	7 70	7 75
Bright yellow	7 60	7 65
No. 1 yellow	7 40	7 45
Paris lumps	9 00	9 10
Cheese, N.B., twins	0 26	0 26½
Eggs, new laid	0 38	....
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 35	....
Lard, pure, lb.	0 27	....
Lard, compound	....	0 18½
American clear pork	47 00	48 00
Beef, corned, 1s	2 80	3 50
Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 60
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums	5 00	5 25
Sardines, domestic, case	....	4 60
Cream tartar	0 42	0 45
Currants, lb.	....	0 21
Raisins, choice, lb.	....	0 12
Raisins, fancy, lb.	....	0 12¼
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 11	0 11¾
Candied peel, citron	0 25	0 26
Candied peel, orange and lemon	0 21	0 22
Evaporated apples, lb.	0 12	0 12½
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 75
Lemons, Messina, box	4 50	5 00
Lemons, Cal., box	....	5 50
Oranges, Cal., box	4 00	4 75
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	4 50	5 00
Potatoes, bbl.	....	5 75
Onions, per 100-lb. bag	10 00	11 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 3.—Flour advanced to-day 30c per barrel and is now quoted at $10.30 for No. 1 patents per barrel in 98's at Regina. Sugar is also up 20c per hundred and is now quoted at $8.69. Eggs have declined during the week owing to the increased production and are quoted at 27c per dozen. Small white Japanese beans have registered an advance of 50c per bushel and are now quoted at $7. Starch has advanced ½c per pound and corn syrup has advanced from 20c to 30c per case. Some lines of cereals have been moved upward 50c per case, notably cornflakes. Cotalene is quoted at 19⅛c and 19¾c which represents a considerable advance.

REGINA—		
Beans, small white Japan, bush.	....	7 00
Flour, No. 1 patents, 98s, per lb.	....	10 30
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 50
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 09¾
Sugar, pure cane, granulated, cwt.	....	8 69
Cheese, No. 1 Ontario, large	....	0 28¼
Butter, creamery, lb.	....	0 40
Lard, pure, 3s, per case	....	14 60
Bacon, smoked sides, lb.	....	0 30
Bacon, smoked backs, lb.	....	0 28
Eggs, new-laid	....	0 27
Tomatoes, 3s, standard case	....	4 50
Corn, 2s, standard, case	....	2 25
Peas, 2s, standard, case	....	2 80
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 15
Raspberries, 2s, Ontario, case	..	5 40
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall, case	6 85	7 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 28
Bacon, roll	0 23	0 24

INCREASES CIGARETTE TAX

The Kingston City Council voted to increase the license fee for the sale of cigarettes to $20, after much discussion and attempts to make a prohibitive fee of $100. A petition against the increased tax was lodged by eighty-one cigarette vendors.

FLOUR AND CEREALS

Flour and Feeds Both Very Strong

Montreal

FLOUR AND FEEDS.—At the time of writing, although flour had not advanced, the market was exceedingly strong, and the tendency to advance was most marked. Indirectly the attitude of the United States, now grown so much more definitely war-like, had its effect on the market. That flour may advance quite strongly, was a freely expressed opinion, it being believed that a 20c advance per barrel was imminent before the end of the week, though this depended very much on the tone of wheat. As for feeds, while some firms held their price steady at the quotations mentioned below, others were inclined to more firmness, and prices fully a dollar higher for bran and shorts were asked in one instance. The demand for feeds is still immensely strong, in spite of the approach of spring, with the outlook towards grass and growing fodder. The heavy snowfall of the past winter delays this help for the farmers as regards feed. Winter wheat found the market stronger this week, but quotations are still made as noted below.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 10	10 30
Second patents	9 60	9 80
Strong bakers	9 40	9 70
Winter Wheat Flour—		
Fancy patents	9 00	9 25
90 per cent., in wood	8 50	8 75
90 per cent., in bags	4 00	4 10
Bran, per ton	36 00	38 00
Shorts	39 00	40 0
Special middlings 4	43 00	44 00
Feed flour	52 00	53 00
Feed oats, per bushel	....	0 77

Cereals Very Firm; Big Export Demand

Montreal

CEREALS.—Strength in almost every department is the feature of the market for cereals this week. Rolled oats have advanced 20c to $3.60. Ten cents a bag is the advance on a widely known brand of rolled oats. The raw material for rolled oats is exceptionally firm at present, and there is a keen and active demand for rolled oats for export purposes. Some very large orders have been booked on British Government account for this commodity. Bookings for corn flakes are not being taken for delivery after April 30 owing to the exceptionally strong condition of the corn market. Cornmeal is at $3.65 per bushel, and supplies hard to secure in large quantities. Oatmeal is advanced 20c to $4.30. Split peas are up 20c a bag to $6.70.

Barley, pearl, 98 lbs.	**6 25**	**6 50**
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat flour, 98 lbs.	....	5 00
Corn flour, 98 lbs.	....	3 80
Cornmeal, yellow, 98 lbs.	....	3 65
Graham flour, 98 lbs.	....	4 80
Hominy, granulated, 98 lbs.	**4 50**	**4 75**
Hominy, pearl, 98 lbs.	3 75	4 00
Oatmeal, standard, 98 lbs.	....	4 30
Oatmeal, granulated, 98 lbs.	....	4 30
Peas, Canadian, boiling, bush.	....	**3 75**
Rolled oats, 90-lb. bags	....	3 60
Whole wheat flour, 98 lbs.	....	4 80
Rye flour, 98 lbs.	....	4 50
Wheatlets, 98 lbs.	....	5 05

Strength For Flour With U.S. at War

More Flour and Cereals of All Kinds Will Be Consumed—Wheat Advances At Winnipeg.

Toronto

FLOUR.—The weight of opinion among flour and grain men inclines to the belief that with the United States in the war against Germany there will be firmer and higher prices for flour. This opinion is based on the fact that there will be heavier consumption of flour and cereals of all kinds with the United States provisioning a large army. Flour made into bread is one of the great food staples. With a half million or a million men in arms there will be a shifting of demand from some commodities to other commodities. Turnips, carrots, parsnips, beets and other commodities will be consumed less. Flour, cereals, sugar and canned meats will be consumed more. This will take place because these latter commodities are easily transported and are the great food staples of any army. Furthermore with the United States into the war in earnest she would undoubtedly seize the German ships that are now interned in her harbors and put them to use as ocean carriers to take supplies to Allies. The bearish element in the market points to the fact that prices are already high and takes some comfort from the thought that the reported damage to the crops in the West and Southwestern States is not as great as at first reported. Cash wheat in Winnipeg on Tuesday of this week closed at $1.97⅝, a gain of 5¾c over the close on Tuesday of last week. This puts flour in a very strong position and an advance can be looked for if the wheat market holds. Demand locally has been increasing during the past week. Ontario winter wheat flour is in strong market and advances are anticipated.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	10 00	10 20
Second patents	9 50	9 70
Strong bakers	9 30	9 50
Ontario Winter Wheat Flour—		
High patents	8 80	9 00
Second patents	8 40	8 60

U.S. in War Has Affected Cereals

Toronto

CEREALS.—With every indication that the United States will soon be in the war cereals of all kinds have taken on a much firmer tone. Cornmeal and corn flour, together with hominy products have all been moved higher. Rolled oats are also in firmer tone and higher prices are quoted. Split peas show a higher tendency because they will undoubtedly be in big demand as an army ration. Corn flour advanced 15c, yellow cornmeal 35c per sack, and hominy products have been advanced to the same selling price as corn flour. There is less price cutting in rolled oats and prices have ranged from $3.70 to $3.85 in 90's, an advance of 17c to 18c. Demand for cereals is heavy, being greater than the supply. Steadily higher prices are anticipated.

	Car lots	Small lots
Barley, pearl, 98 lbs.	6 70	7 50
Barley, pot, 98 lbs.	4 75	5 50
Buckwheat flour, 98 lbs.	....	5 25
Corn flour, 98 lbs.	....	4 15
Cornmeal, yellow, 98 lbs.	3 60	3 85
Graham flour, 98 lbs.	....	4 85
Hominy grits, 98 lbs.	....	4 15
Hominy, pearl, 98 lbs.	....	4 15
Oatmeal, standard, 98 lbs.	....	4 30
Rolled oats, 90-lb. bags	3 70	3 85
Rolled wheat, 100-lb bbls.	....	5 50
Whole wheat flour, 98 lbs.	....	4 85
Wheatlets, 98 lbs.	....	5 75
Peas, yellow split, bush.	7 50	7 75

Above prices give the range of quotations to the retail trade.

Ontario Oats Are Higher by 3c Bushel

Toronto

MILL FEEDS.—With the coming of spring and the near approach of the grass feeding season it is anticipated that the demand for bran will become lighter in the near future. For other feeds there has been a continued good demand with improvement in deliveries from the West. Ontario oats advanced 3c per bushel and are now quoted at 70c to 72c, although quotations still continue to be nominal owing to the scarcity of this feed. Manitoba oats were also higher, being quoted 3½c up for No. 2. Other feed prices remained unchanged.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	36 00	38 00
Shorts	39 00	41 00
Special middlings	43 00	45 00
Feed flour	52 00	54 00
Ontario oats, No. 2 (nominal)	0 70	0 72
Manitoba oats, No. 2 (nominal)	....	0 78½

PRODUCE AND PROVISIONS

Hogs and Hog Products Firmer

Montreal

PROVISIONS.—The high prices of hogs continue — live hogs this week quoting at $17 to $17.25 per hundred pounds, and dressed bringing $23 to $23.50 per hundred. Supplies are scanty, and quality is anything but satisfactory in the main, so that the market is very firm for good hog products. Under the circumstances also, it does not seem as if there is any immediate hope for lower prices for products. Hogs are none too plentiful, and both local and export demand for pork products is large. Demand for smoked meats is particularly large for the Easter trade. Lard is scarce and higher. The market in Chicago is almost two cents per pound higher to-day than on March 1. While there is practically no quotable change in the price of shortening, the market is very firm due to the higher prices prevailing for cotton seed oil.

Hams—		
Medium, per lb.	0 27	0 28
Large, per lb.	0 25	0 25½
Backs—		
Plain	0 27	0 32
Boneless, per lb.	0 31	0 34
Bacon—		
Breakfast, per lb.	0 30	0 31
Roll per lb.	0 23	0 24
Dry Salt Meats—		
Long clear bacon, ton lots	0 20	0 21
Long clear bacon, small lots	0 20½	0 21½
Fat back, lb.	0 19	0 20
Cooked Meats—		
Hams, boiled, per lb.	0 38	0 40
Hams, roast, per lb.	0 37	0 38
Shoulders, boiled, per rlb.	0 31½	0 32½
Shoulders, roast, per lb.	0 32	0 32½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 24¾	0 25
Tubs, 60 lbs.	0 25	0 25½
Pails	0 25½	0 25¾
Bricks, 1 lb., per lb.	0 26½	0 27
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 18¼	0 18½
Tubs, 50 lbs.	0 18¾	0 19
Pails, 20 lbs., per lb.	0 19½	0 19¾
Bricks, 1 lb., per lb.	0 19¾	0 20

More Storage Poultry Due for Easter Trade

Montreal

POULTRY.—Very few shipments of live and dressed poultry are arriving, and the market is firm. Farmers would be making a mistake, however, to market any poultry just now, as it is just at the commencement of the egg producing season, and eggs are netting the farmer such good prices that he should endeavor rather to make every hen lay. The demand for cold storage poultry continues good, and it is expected that there will be large quantities taken out of the coolers to supply the Easter demand now opening. Prices remain as quoted last week.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	0 25	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	0 26
Turkeys (old toms, dressed, lb.)	....	0 31
Turkeys (young)	....	0 33

Egg Supplies Rather Better This Week

Montreal

EGGS.—Receipts of eggs in Montreal for the past week (ending March 31), were 8,170 cases, as compared with 6,581 cases for the previous week, which shows that the production of eggs is improving. Supplies are still anything but in excess of demand, and prices were quite firm at the beginning of the past week, being as high in some cases as 0.42 cents to the retailer, though that figure was not expected to last. Provision merchants in a large way of business anticipate the flush of the season for eggs before long now. Country roads during the past week have been at their very worst, and this has affected deliveries so that in some sections dealers have been obliged to buy in the Detroit and Chicago markets. Several cars of eggs are on the way from there which cost 30 and 30¾c a doz. f.o.b., the market in Chicago having advanced two or three cents per dozen during the past week. The packing season in Canada is going to be late this year, but there will no doubt be plenty of eggs for everybody, and after Easter prices will be on a lower basis.

Eggs—		
New laid	0 38	0 40

New Butter Supplies Expected Very Soon

Montreal

BUTTER.—There is going to be enough butter in storage and coming in to Montreal, to supply the market sufficiently, but prices are still fairly firm, and likely to remain so. Within a very few weeks now, possibly only a couple of weeks, there should be the start of really noticeable supplies of new butter. The Western Provinces are still sending in supplies of creamery butter, and these are finding demand. A very few small lots of new milk creamery butter have so far been handled in Montreal, realising 43 and 43½ cents. Pirces around this figure may be expected for the more plentiful supplies to come shortly.

Butter—		
Creamery, prints (storage)	....	0 44¾
Creamery, prints (fresh made)	....	0 42¾
Creamery, solids (fresh made)	....	0 42
Dairy prints, choice, lb.	0 40	0 41
Dairy prints, lbs., in tubs	0 37	0 39
Bakers	0 33	0 34

Cheese Market Is Quite Uneventful

Montreal

CHEESE.—There is a very quiet condition of cheese market now in Montreal. Most of the cheese stored here at present is from the United States, and the local market demand is well enough supplied with this at present. Reports going the round are to the effect that there will be enormous amounts of cheese made in the coming season as the creameries are supposed to be ready to pay higher prices for the milk than can be obtained by selling in the city. Prices for cheese remain at last week's quotations.

Cheese—		
Large, per lb.	0 27¾	0 28
New twins, per lb.	0 28	0 28¾
Triplets, per lb.	....	0 28¾
Stilton, per lb.	....	0 30¾
Fancy old cheese, per lb.	....	0 30¾

Honey Now Scarcer; Maple Products Come

Montreal

HONEY AND MAPLE SYRUP. — The market for honey is much as reported last week, that is showing fair demand, and dwindling supplies. The market turns its attention to maple products now as the new crop honey is some distance off. At this early date it is difficult to say what kind of a maple season is approaching. The weather during the past weeks has been rather unfavorable. The required sunny days and frosty nights were lacking. In some maple districts, however, runs of sap are reported, but there is very little new crop maple syrup on the market as yet. Farmers report that owing to scarcity of labor and difficulty of getting to the sugar bush owing to deep snow, sugaring will not be an easy task this year. Maple syrup in the country opened at about $1.25 this year, but may go easier later on.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 13	0 13¾
Buckwheat, 60-lb. tins, per lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15¾
Clover, 60-lb. tins	....	0 14½
Comb, per section	0 18	0 19

Lard Prices Firm; Smokeds in Demand

Live Hogs Running Fairly Heavy, With Prices Firm—Higher Prices for Lard Anticipated

Toronto

PROVISIONS.—There was a strong market for lard and compound during

the week, with a tendency toward higher prices noted in quotations. The market for all fats and oils is in continued strength in American markets and the Canadian situation naturally reflects this position. Pure lard in tierces is quoted firm at 24½c per pound, whereas the range last week was down to 24c. Compound lard is ½c higher and is quoted up to 18½c to 18¾c. Live hogs reached the market in fairly good quantity during the latter part of last week and opened up well during the first days of the present week. There has been a good demand for meats, dealers anticipating that after the Lenten season there will be a heavier run on smoked meats of all kinds. Dry salt meats are in firmer market with long clear bacon ½c higher. Live hogs are quoted 25c to 50c per hundred higher.

Hams—		
Medium, per lb.	....	0 28
Large, per lb.	0 25½	0 26
Backs—		
Plain	0 32	0 33
Boneless, per lb.	0 35	0 36
Bacon—		
Breakfast, per lb.	0 28	0 33
Roll, per lb.	0 25	0 26
Wiltshire bacon, per lb.	0 25½	0 28
Dry Salt Meats—		
Long clear bacon	0 21½	0 22
Fat backs, lb.	0 22	0 23
Cooked Meats—		
Hams, boiled, per lb.	0 38½	0 39½
Hams, roast, per lb.	0 40	0 42
Shoulders, boiled, per lb	0 32	0 34
Shoulders, roast, per lb.	0 33	0 35
Barrel Pork—		
Mess pork, bbl., 200 lbs.	....	42 00
Short cut backs, bbl. 200 lbs.	....	44 00
Pickled rolls, bbl. 200 lbs.	....	43 00
Lard—		
Pure tierces, 400 lbs., per lb.	....	0 24½
Compound tierces, 400 lbs., per lb.	0 18½	0 18¾
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	22 00	22 50
Live, off cars	16 25	16 50
Live, fed and watered	16 00	16 25
Live, f.o.b.	....	....

Butter Market Quiet And Prices Are Lower

Toronto

BUTTER.—There was very little activity in the butter market during the week. Commission men have turned sellers and are cashing in on their stocks for the most part. There is a good supply of butter coming, but the movement is not as heavy as anticipated as soon as the cattle get on the pasture. There is no surplus of butter as yet, but there is very little life or snap to the market. Prices have been slightly easier during the week as a result of the stagnant condition, prices being quoted down from 1c to 2c in certain instances.

Creamery prints, fresh made	0 43	0 44
Creamery solids	0 42	0 43
Dairy prints, choice, lb.	0 38	0 39
Dairy prints, lb.	0 36	0 37
Bakers	0 29	0 30

Bad Roads in Country Sends Egg Prices Up

Toronto

EGGS.—Higher prices were paid for eggs during the week on account of the scarcity. Bad roads in the country districts have operated to keep the farmers from delivering their eggs to the collecting centres. There has been a good demand for local eggs and with the comparative scarcity of local eggs, Chicago eggs were again drawn upon, several cars coming into the market during the week. New laids in cartons were quoted 3c per dozen higher and out of cartons were increased by the same amount.

Eggs—		
New laid, cartons	0 40	0 41
New laid, ex-cartons	0 38	0 39

More Cheese Factories Start Up In April

Toronto

CHEESE.—With the starting of additional factories in the making of cheese in the Eastern sections of Ontario about the first of the present month, it is anticipated larger quantities of new cheese will soon reach the local market. There is very little activity at present owing to the scarcity of stocks and the continued good demand for export. In fact, there is very little available on export account. Prices were firmly maintained during the week. Consumption locally is comparatively light.

Cheese—		
New, large	0 27½	0 28
Old, large	0 28½	0 29
Stilton	0 28½	0 30

First Spring Chickens Reach Toronto Market

Toronto

POULTRY.—The first spring chickens reached the market during the week, being the advance guard of what is expected to be a steadily increasing supply from this time on. These chickens are high in price but there is a certain demand for them because they are a delicacy, and the first of the season. In other lines of poultry there was very little movement, the only activity being in a few old fowl and some young cockerels. Live poultry continues in better demand than the dressed article. Storage poultry has not been selling very freely although there are fairly good supplies and the price is attractive when compared with other meats.

Roosters, live, per lb.	0 20	0 22
Hens, live, per lb.	0 22	0 25
Hens, fresh, dressed, per lb.	0 23	0 24

Prices are those paid at Toronto by commission men.

New Crop Maple Syrup Expected to be Light

Toronto

HONEY, MAPLE SYRUP.—New crop maple syrup has been reaching the market in rather small quantities during the week. With the season well advanced there is now the prospect that in Ontario at least there will not be a heavy producing season. Considerable quantities reach the local market from Quebec each year, but as yet they have not put in an appearance to any large extent. The rapid progress which spring has made has not been favorable to an extended sap-producing season. In gallons, maple syrup is quoted from $1.25 to $1.50. Honey is moving into consumption steadily and stocks are getting low. There will not be a heavy carry-over into next season.

Honey—		
Clover, 5 and 10-lb. tins	0 13½	0 15
60-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	1 00	1 15
Gallons, Imperial	1 25	1 50

Eggs Decline Further; Butter Down a Cent

Winnipeg

PRODUCE AND PROVISIONS.—All provisions have advanced slightly on account of the new hog situation. An advance took place at the beginning of last week, and continued until the end, the price ranging from $14.90 to $15.50. Packers state that the trade need not expect a decline just now, the usual reason being given of heavy export demand. The run of hogs is not too light, and locally has been fairly good, although they were all taken up readily. Eggs—Canadian eggs have started to come in almost plentifully, and naturally this has brought about a sharp decline. Eggs last week were selling to the trade at 29c, the price ranging from that up to 30c. Lower levels than these are expected this week. Men who know the egg situation are not expecting as low a level this year as last. Last year eggs went down to 19c, or thereabouts, but the trade need not expect this price to be repeated this year, excepting under exceptional circumstances. Butter - There is little new in creamery butter, although there has been a slight easing off in price, prevailing quotation being a cent lower per lb. than last week. Receipts of dairy butter have so far been light, and will be, of course, until June stock comes in. For dairy receipts the trade are paying 22c-26c, according to quality. Cheese—Prices are firm at 29c to 30c.

Hams—		
Light, lb.	0 28	0 30
Medium, per lb.	....	0 26
Large, per lb.	....	0 24
Bacon—		
Breakfast, per lb.	0 28	0 32
Breakfast, select, lb.	0 30	0 36
Backs, regular	....	0 28
Backs, select, per lb.	0 30	0 32
Dry Salt Meats—		
Long clear bacon, light	....	0 21
Barrelled Pork—		
Mess pork, bbl	....	38 00
Lard, Pure—		
Tierces	....	0 23
20s	....	4 70
Cases, 5s	....	14 40
Cases, 3s	....	14 55
Lard, Compound—		
Tierces	....	0 17
Tubs, 50s, net	....	8 50
Pails, 20s, net	....	3 48
Butter—		
Fresh made creamery, No. 1, cartons		0 42
No. 1 storage	....	0 41
No. 2 storage	....	0 39
Fresh Eggs—		
New laids	0 28	0 29
Cheese—		
Ontario, large	0 29	0 30



RALSTON WHEAT FOOD

AND



PURINA WHOLE WHEAT FLOUR

are good sellers and show a good profit. Order through your Jobber or write us direct if he won't supply you. We are launching an advertising campaign in conjunction with the American advertising. ***Order to-day.***

Freight paid on 5 case lots in Ontario and Quebec.
Buy goods in the Checkerbord Box only.

The Chisholm Milling Co., Limited, Toronto

Unusually good value



Just show your customers this neat looking line of Worcestershire Sauce and it will sell itself.

This is something new, something big, something entirely different.

Worcestershire Sauce

10c. Bottles. Neatly wrapped, Classy and Attractive.

And every drop in every bottle is O.K. Tip-top quality. "Come-back" flavor.

Try it. Prove its big selling value. Ask your wholesaler for a trial supply. Or shall we ship you direct?

Packed 4 dozen to the case.

Chas. M. Edwards & Co.

E. B. Thompson, Sole Proprietor)

20 Front St. E., Toronto

Big value in Cocoanut

Value to win you bigger trade and bigger profit.

A line far superior to the every-day brand of cocoanut. Guaranteed quality—backed by a 22 years' reputation.

Connect with this line and give your people the best cocoanut on the Canadian market. You'll sell lots of it if you sell it once. Every sale is a come-back.

Pails of 15 *and* 20 *lbs. Boxes of* 50 *lbs. Barrels of* 100 *lbs.*

Order to-day.

Standard Cocoanut Mills

E. B. Thompson, Sole Proprietor

HAMILTON, CANADA

PRICE LIST

EFFECTIVE MARCH 26th, 1917

Quaker Oats	10c	package,	18's, coupon	$1.45
Quaker Oats	25c	"	20's family size, coupon	4.00
★Tillson's Oats	30c	"	20's family size, premium	4.75
Tillson's Scotch Fine Cut Oatmeal	30c	"	20's	4.75
Quaker Best Yellow Cornmeal	12½c	"	24's	2.25
Quaker Toasted Corn Flakes	10c	"	36's	2.70
Puffed Rice	15c	"	36's	4.25
Puffed Wheat	15c	"	36's	4.25
Pettijohn's Breakfast Food	15c	"	18's	2.15
Tillson's Health Bran	15c	"	20's	2.25
Quaker Farina	10c	"	24's	1.85
Quaker Granulated Hominy	13c	"	24's	2.65
Quaker Pearl Hominy	13c	"	24's	2.65
Quaker Cracked Wheat	20c	"	24's	4.00
Apitezo Biscuit	20c	"	24's	4.00
Scotch Pearl Barley	13c	"	24's	2.65

★ A special shade of 25c per case—or to $4.50—will be effective on bookings of to-day on Tillson's Premium Oats.

Present grain costs, present costs of box shooks, cartons, labor, etc., justify materially higher prices on Quaker Oats and Tillson's Oats.

Rolled Oats are daily being consumed more and more freely on account of their exceptional food value—prepare for an enormously increased demand throughout the year for Quaker Oats and Tillson's Oats by purchasing now at the above prices, which we unhesitatingly guarantee against our decline.

Prices decidedly may advance—but they cannot decline on this crop.

The Quaker Oats Company

Peterborough Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

PARIS PATÉ
PARIS MEAT PATTY



Announcement

Notwithstanding the continual increase of raw materials from time to time, we have up to this moment maintained this package on the market at the original selling price.

However, the price of the raw materials we use has become so extremely high that at last we are compelled to raise the selling price slightly to partially cover actual increase in manufacturing cost. We therefore advise that—

Effective April 1st, the selling price of Paris Pate will be as follows:—

Ontario, Quebec, Maritime Provinces	12½c per tin
Winnipeg and Western Provinces	15c per tin

We are pleased to inform the trade that at the present time the sales of Paris Pate are greater in volume than at any time in the history of the Company.

MACLURE & LANGLEY, LIMITED

12 Front St. East, TORONTO. **123 Bannatyne Ave., WINNIPEG**

Distributors for Ontario, Manitoba, Saskatchewan, Alberta and Maritime Provinces.

Cup Quality

Indian and Ceylon Teas

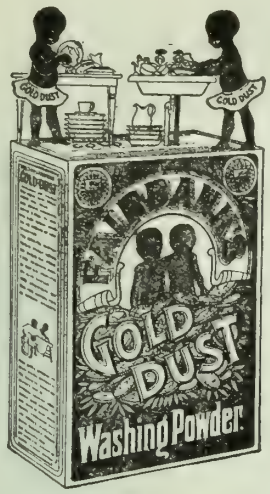
We study values and hold our customers because we purchase ***Quality Teas---Not Style.***

Your inquiry will receive prompt and courteous attention.

KEARNEY BROS., Limited

Tea and Coffee Specialists

33 ST. PETER STREET - - MONTREAL



GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

No chances whatever are taken with the quality of Furnivall's Fine Fruit Pure Jam. The very best Fruit, the purest Cane Sugar, the best manufacturing methods known to science—all combine to make every bit of Furnivall's quality, and then some.

Here's a line worth concentrating on. Get a display working for you to-day.

FURNIVALL-NEW, Limited
Hamilton **Canada**

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.

You should be represented on the Manufacturers' Agents Page of Canadian Grocer.

It will pay you to investigate. Write for rates and particulars to-day.

Bacon

A choice bit of Bacon after the Lenten Season will be relished by your customers. None better than Fearman's "Star Brand." Order now.

Made Under Government Inspection.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Representatives: James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON - - CANADA

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10 case lots	Bbl. lots or 10 cases and over
	Per doz.	Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90
8-oz.	2 55	2 50
12-oz.	3 85	3 75
16-oz.	4 90	4 80
2½-lb.	11 60	11 35
3-lb.	13 60	13 35
5-lb.	22 35	21 90

F.O.B. Montreal, or F.O.B. jobbers' point subject to jobbers' regular terms.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vactop Glass Jars, 16 oz. glass 2 doz. case.

	Per doz.
Blackberry	2 40
Currant, Black	2 50
Plum	2 30
Pear	2 30
Peach	2 30
Raspberry, Red	2 50
Raspberry and Red Currant	2 40

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Pts., Tiger	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case.	$4 10
5 lb. tins, 1 doz. in case.	4 70
10 lb. tins, ½ doz. in case	4 40
20 lb. tins, ¼ doz. in case	4 25
Perfect seal glass jars in the case	2 40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe, Quaker.

	Per doz.
Individual Baked Beans, Plain 80c, or with Sauce, 4 doz. to case	0 90
1's Baked Beans, Plain, 4 doz. to case	0 95
1s Baked Beans, Tomato Sauce, 4 doz. to case	1 15
1s Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $1.85 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, ... doz.; 2's, Chili Sauce, $3 doz. The above 2 doz. to case, 10's, ½ doz. per case, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 80
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 30
2's Tin, 2 doz. per case	3 20
4's Tin, 12 pails in crate, per pail	0 59
5's Tin, 8 pails in crate, per pail	0 72
7's Tin or Wood, 6 pails in crate	0 94
14's Tin or Wood, 4 pails in crate, per lb.	0 14½
30's Tin or Wood, one pail only, per lb.	0 14½

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Health Flour, 5 lb. bags, per doz.	3 60
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25 pkgs.	4 50
Wheat Kearnels, 2 doz. to case	2 70

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, ½s, 12-lb boxes, per lb.	0 36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

Canadian-made. British materials.

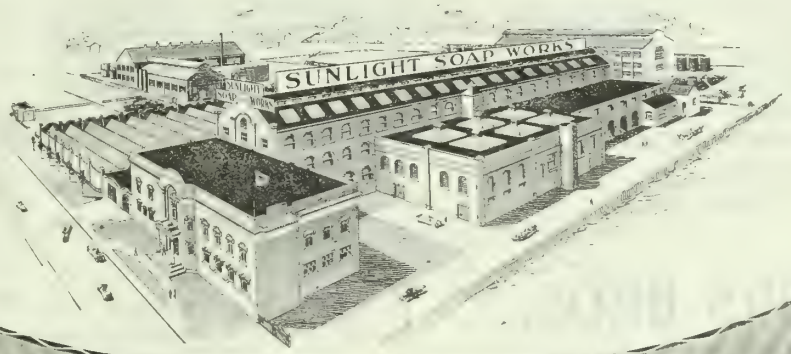
Keep your money in the Empire



Five Winners

They linger on no man's shelves. They are in keen demand all the time, everywhere. There's the ceaseless surge of big Canada-wide publicity behind them—there's the leadership that high quality and purity gives them—they are the "Big Five", the complete line. You are safe in stocking them at any and all times.

Largest Soap Works in Canada



This Plant Covers Over 5 acres

LEVER BROTHERS LIMITED TORONTO

There's a quality reputation back of the BRUNSWICK BRAND Trade Mark



the result of years of concentrated effort in the perfecting of high-grade, wholesome sea foods. The success obtained may be judged from the increasing confidence of the public in the reliability of sea foods bearing the Brunswick Brand, a confidence that is building up better sales and bigger profits for the dealers stocking these quality products.

Enlist the Brunswick Brand reputation with your selling forces. Sort up your stocks and replenish from the following:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

CONNORS BROS.
Limited
Black's Harbor, N.B.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss	.07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters	.10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.10
100 lbs., kegs, Silver Gloss, large crystals	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn	.07½

(20 lb. boxes ¼c higher)

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.08
Barrels, 200 lbs.	.07½
Kegs, 100 lbs.	.07½
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.08½
8 in case	.10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.10
Kegs, extra large crystals, 100 lbs.	.08
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.08½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.08½
(20-lb. boxes ¼c higher than 40's)	

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60 / 1 lb. 30 } Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$3.25
2 lb. tins, 2 doz. in case..	3 45
5 lb. tins, 1 doz. in case...	3 85
10 lb. tins, ½ doz. in case.	3 75
20 lb. tins, ¼ doz. in case	3 70

(Prices in Maritime Provinces 10c per case higher.)

Barrels, about 700 lbs.....	.04¾
Half bbls., about 350 lbs..	.05
¼ bbls., about 175 lbs....	.05¼
2 gal. wooden pails, 25 lbs.	1.75
3 gal. wooden pails, 38½ lbs.	2.50
5 gal. wooden pails, 65 lbs.	3.85

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case.....	$3.95
5 lb. tins, 1 doz. in case.....	4.35
10 lb. tins, ½ doz. in case..	4.25
20 lb. tins, ¼ doz. in case...	4.20

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.....	5 25
½ barrels, per 100 lbs.....	5 50

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$3 60
½ lb.	1 85
Robinson's Patent Groats—	
1 lb.	3 60
½ lb.	1 85

STOP-ON POLISHES

	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown....	0 85
Card Outfits, Black and Tan	3 40
Metal Outfits, Black and Tan	3 80
Creams, Black and Tan.....	1 10
White Cleaner	1 10

YEAST

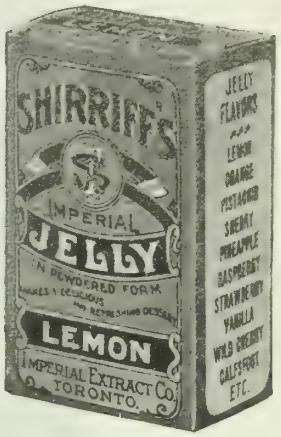
White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.. 1 20

Yeast for bakers, 12½ lb. cartons; per carton, $1.25.

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 44
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 44
Currency, 6s, ½ butts, 9 lbs.	0 44
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 44
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.....	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

The 'Tween Times Favorite



NOW come the days when it is too soon for fresh fruit desserts and the folks are getting a bit tired of preserved things. Now is the time to stock up and brighten up your displays of

Shirriff's

Jelly Powders

Put them in the window and help the housewife solve her dessert problems for your mutual profit. There's a flavor for almost every taste and occasion, and nothing but highest quality flavors in the Shirriff line. The Shirriff reputation will stir up selling. Now is the time to put some real energy into your Shirriff jelly powder campaign. If you don't sell Shirriff's, order a case now—and get busy.

Imperial Extract Company, Toronto



"We clean up everything"

LOOK OUT FOR THE DOG!

He represents 19 lines of cleaning goods—household necessities that are asked for every day—the celebrated

Bull Dog Brands

Made By The John B. Paine Co. Ltd., Factories at Toronto and Winnipeg

Agents: Mowat & McGeachy, Saskatoon; Oppenheimer Bros., Vancouver

Try the "Want Ad" Page

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word each subsequent insertion; five cents extra per insertion for Box. No. Payable in advance.

ADDRESS

THE CANADIAN GROCER - 143-153 UNIVERSITY AVE., TORONTO



Most good grocers are selling Sterling Tomato Catsup

They sell it because they find it easy to sell and the profits it produces are exceptionally good.

If you have ever sold Sterling Products you know what reliance can be placed on every Sterling line. Our reputation is based on a sound quality basis and this Tomato Catsup of ours is well up to our well-known standards.

Get a display working for you now and prove its unequalled money-making qualities.

T. A. Lytle Co., Ltd.
Sterling Road - Toronto

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. bxs.,	
Chocolate ginger, 5-lb. bxs.,	0 40
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 95
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES
DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD
CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 40
Jersey Brand, Hotel, each 24 cans	5 40
Peerless Brand, Hotel, each 24 cans	5 40
St. Charles Brand, Tall, each 48 cans	5 50
Jersey Brand, Tall, each 48 cans	5 50
Peerless Brand, Tall, each 48 cans	5 50
St. Charles Brand, Family, each 48 cans	4 90
Jersey Brand, Family, each 48 cans	4 90
Peerless Brand, Family, each 48 cans	4 90
St. Charles Brand, small, each 48 cans	2 40
Jersey Brand, small, each 48 cans	2 40
Peerless Brand, small, each 48 cans	2 40

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, each 24 cans	5 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 60
8 oz. bottles, per doz., weight 14 lbs.	6 00
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	16 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2.75; 1s, $3.50; 2s, $7; 6s, $34.75; 14s, $68.

Roast Beef, ½s, $2.75; 1s, $3.50; 2s, $7; 6s, $34.75.

Boiled Beef, 1s, $3.50; 2s, $9.

Jellied Veals, ½s, $2; 1s, $3; 2s, $4.50.

Corned Beef Hash, ½s, $1.50; 1s, $2.50; 2s, $4.50.

Beefsteak and Onions, ½s, $2.75; 1s, $3.50; 2s, $9.

Golden Orange Brand
California Navels

IN A CLASS BY THEMSELVES

Quality Exceptionally Fine Just Now

THIS Brand is the first selection from 6000 acres, grown and packed by The Arlington Heights Fruit Company, Riverside, California. They are trade winners.

Order this brand from

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.
Established 1861

Strawberries
Pineapples
Cauliflower
Celery
Asparagus

Fresh seasonable lines now arriving from the south.

Headquarters for the best the market affords.

WHITE & CO., LIMITED
Wholesale Fruit and Fish
TORONTO and HAMILTON

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers goods made in Canada from Canadian materials by Canadian employees.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

Extra Profits are within your reach



Right now in your community there's a demand, a growing demand for a good, wholesome temperance beverage, and this demand is satisfactorily filled by **Marsh's Grape Juice**, the **Pure Concord Grape Juice** that has captivated the taste of connoisseurs everywhere.

Marsh's is all quality, every drop of it. Grocers are making big profits by displaying and suggesting it day after day. You can do the same. Stock up now.

The Marsh Grape Juice Company

Niagara Falls, Ontario

The Reputation and Standing of

Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered Trade-Mark

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods, and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

All of our goods sold in Canada are made in Canada.

Walter Baker & Co. Limited

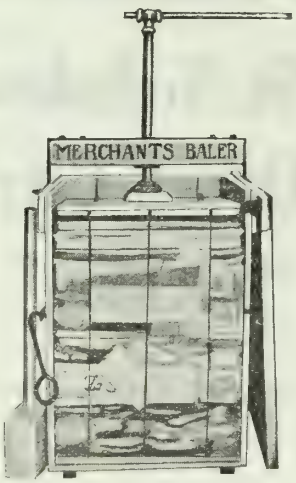
Established 1780

Montreal, Can. Dorchester, Mass.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTIZER

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)

2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.

In Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use **Canadian Grocer's Classified Ad. Columns.**

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer

143-153 University Ave., Toronto

Why You Should Feature KING GEORGE'S NAVY



The Chew that "gets" him good

Sell a man a plug of KING GEORGE'S NAVY and you clinch his good-will right there. The more particular he is the better. KING GEORGE'S NAVY will win his approval every time.

And the profit on every sale is big enough to make a little effort on your part worth while. If you are not already selling it, start in to-day. Results will please you.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

Windsor Cheese Salt

Made in Canada

IF Your Local Distributor Cannot Supply You—

Railway embargoes, car shortages, and other abnormal conditions entirely beyond our control have left some of our local distributors unable for the present to supply demands for Windsor Cheese and Dairy Salts.

In order to prevent inconvenience being caused to Cheese Factories and Creameries, we will make shipment by local freight, on receipt of advice that Windsor Salt cannot be obtained.

Dealers are requested to advise us by mail if this special service is required.

THE CANADIAN SALT COMPANY, LIMITED

WINDSOR, ONT.

Windsor Cheese Salt

Made in Canada



You'll always find a good profitable demand for Cow Brand Baking Soda.

It gives the housewife the kind of service that will bring her back to you for more.

Cow Brand Baking Soda will justify your very best recommendation. Boost it.

Church & Dwight, Limited

Manufacturers - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

INDEX TO ADVERTISERS

A

Acadia Sugar Co. 4
Ackerman, H. W. 15
Anchor Cap & Closure Corp.. 2
American Computing Co. 3

B

Babbitt's Cleanser 9
Baker, Walter, Co. 52
Bain, Donald H., Co. 11
Benedict, F. L. 56
Betts & Co. .... Inside back cover
Borden Milk Co. 1
B. & S. Mfg. Co. 16

C

California Fruit .... —
Canadian Salt Co. 53
Church & Dwight 53
Clark, W., Ltd. 7
Climax Baler Co. 14
Cockburn, F. D. 12
Commercial Underwriters 56
Connors Bros. 46

D

Denault Grain & Provision Co. 14
Direct Supply Association ... 64
Dole Bros. Hops & Malt Co.. 14

E

Eckardt, H. P., Co. 47
Edwards, Chas. M. 6
Eno, J. C., Ltd. 2
Escott, W. H., Co. 11
Eureka Refrigerator Co. 17

F

Fairbank, N. K. 43
Fearman, F. W. 44
Freeman, The W. A., Co. ... 44
Furnivall-New, Ltd. 43

G

Gagne, G. 14
General Sales Co. 14
Gillespie, The Robt., Co.. 11-16-48
Gleba Polish Co. Inside back cover
Grant, C. H. 13

H

Hamblin-Brereton Co. 15
Hargreaves Bros. of Canada, Ltd. 8
Heinz & Co. 52
Horne, Harry 15
Hygienic Products 9

I

Imperial Extract Co. 49
Imperial Rice Milling Co. ... 18

J

Jarvis, F. S., & Co. ....
Inside front cover
Jones, C. & J. 13

K

Kearney Bros. 42

L

Lake of the Woods Milling Co. .... Back cover
Laporte, Martin 55
Lambe, W. G. A. 15
Leacock & Co. 3
Lemon Bros. 51
Lytle, T. A., Co. 50
Lever Bros. 45

M

Maclure & Langley 42
MacNab, T. A. 13
Magor, Son & Co., Ltd. 18
Malcolm Condensing Co. 8
Mann, C. A. 56
Marsh Grape Juice Co. 52
McCabe, J. J. 51
McKelvie & Stirrett 12
McWilliams & Everist 51
Millman, W. H., & Sons 15
Moore, Benjamin, & Co. 6

N

National Cash Register Co. .. 5
Norwegian Canners 4

O

Oakeys 56
Ontario Grape Growing & Wine Mfg. Co. 18

P

Paine, Jno. B., & Co. 49
Patrick, W. G., Co. 15
Pennock, H. P., & Co. 12
Perry, H. L., Co. 12
Pullan, E. 56

Q

Quaker Oats Co. 41

R

Red Rose Tea Co. 17
Regina Storage & Forwarding Co. 13
Rock City Tobacco Co. 53
Rose & Laflamme 14

S

Sutcliffe & Bingham . Front cover
St. Lawrence Sugar Refineries Inside front cover
Sarnia Barrel Works 56
Scott & Bathgate 12
Smith, E. D., & Son 10
Spratts .... .. Inside back cover
Standard Cocoanut Co. 6
Stephenson-Blake 52
Star Egg Carrier & Tray Mfg. Co. 16

T

Tanguay, Alfred 14
Tippett, Arthur P. 8
Toronto Butchers' Supply Co. 56
Toronto Salt Works 56
Turgeon, E. 14

W

Walsh, M. E. 15
Walker, Hugh, & Son 51
Watson & Truesdale 11
Western Canada Flour Mills. 9
Wetheys 3
White & Co. 51
White & McCart 15
Woods, Walter, Co. .....
Inside front cover

Sell the goods

—that are already half-sold
—by earned reputation



California Fruit Growers Exchange

A Co-operative, Non-profit Organization of 8,000 Growers

MAIN OFFICE: LOS ANGELES, CAL.

Canadian Offices:

Calgary, Alta. Toronto, Ont.
Montreal, Que. Vancouver, B.C.
Regina, Sask. Winnipeg, Man.

THE LAPORTE-MARTIN LIMITÉE ANNOUNCER

MONTREAL APRIL 6th, 1917

Sardines

Due to the great dislocation of the sardine industry in European countries, supplies are becoming scarce. A few odd lots that are coming through command higher prices, due to the increased cost of olive oil, tins and labor as well as high freight rates and other transportation charges.

We still have a few lots of choice French, Norwegian and Portuguese sardines which you can buy at prices based on prices paid before the advances took place. If you are in the market, our quotations will interest you.

Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul Street, Montreal

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

GENERAL STORE, IN GOOD LOCATION, requires active partner to extend profitable business. State capital, experience, age, and other qualifications, with references. Box 222, Canadian Grocer.

WANTED BY EXPERIENCED GROCER, position as manager of grocery business. Advertiser has had charge of the buying, advertising and window display of one of the largest grocery stores in the country. Address Box 222, Canadian Grocer.

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

LABELLING MACHINE, SUITABLE FOR pound glass jars, four-pound tins, etc. Must be guaranteed. Glassco, Limited, Oakville, Ontario.

AGENT WANTED.

WANTED A GOOD SALESMAN TO CARRY a side line, calling on Butchers, Grocers, and General Stores, with good saleable articles. Box 224, Canadian Grocer.

FOR SALE

AN EXCELLENT OPPORTUNITY TO SECURE a business that has been going continually for 29 years. Stock about $2,500, consisting of groceries, patent medicine, stationery, wall paper, china, crockery. A good opening to add staple dry goods and shoes. Will rent or sell store. Owner wishes to retire. Apply to E. Richards, Melbourne, Ontario.

FOR SALE—WELL ESTABLISHED GENeral store business. Owner wishes to retire. Also land and buildings. Address Box 225, Canadian Grocer.

Make your genuine but strictly temperance

Lager Beer

at home with pure

Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY

Dept. 52. Beamsville, Ontario

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH

WELL-KNOWN



JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are Wholesale Importers of

Peanuts Canned Crab

Oriental and Australian Goods

Canadian Distributors of

"WASHCLEAN"

Gold Medal Labor Saver for

Washing Clothes Without Rubbing

2,000,000 users

Direct Supply Association

509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER

ADEL. 760 **WASTE PAPER**

E. PULLAN TORONTO

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.

COMMERCIAL UNDERWRITERS

36 James St. South Hamilton, Ontario

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Try MANN & CO. for

FANCY POULTRY

Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

Toronto Butchers' Supply Co.

LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company

Oshawa, Ontario

IN EVERY SECOND ENGLISH-SPEAKING HOME
in Canada, there is ONE FIVE ROSES Cook Book

According to the 1911 Census, there are in Canada slightly over 600,000 English-speaking families.

According to our records, we have so far distributed (almost entirely direct to the individual housewives) over 300,000 FIVE ROSES Cook Books.

P.S.—This does not consider the 410,000 French-speaking families of Canada, amongst whom our famous LA CUISINIERE FIVE ROSES is even now exerting an ever-widening sales influence.



What would it be worth to YOU?

—right in the home of every possible retail flour buyer in YOUR district,

—to have a daily reminder of compelling interest, filled with useful daily suggestions,

—a daily incentive to buy the flour YOU sell!

And yet that is what this FIVE ROSES Cook Book distribution means to the distributor of FIVE ROSES flour.

And it costs him—NOTHING!

It is an automatic part of the greater salesability of FIVE ROSES—it comes with the flour—part of the FIVE ROSES service and co-operation.

And we will continue to issue, improve and advertise this famous kitchen companion until in every Canadian home there is a particular peg to hang it on.

—a constant source of flour-consuming suggestions
—the point of origin of countless retail profits.

And all this is only a small part of our sales co-operation with the dealer who is willing to profitably fill the FIVE ROSES demand.

Logically, the dealer who profits most is he who early recognizes the great selling forces at work behind the FIVE ROSES trade mark, and capitalizes them to his immediate advantage! If your jobber cannot supply you, write our nearest office. We will make every effort to supply your demand.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
MONTREAL *"The House of Character"* *WINNIPEG*

Toronto Ottawa London St. John Sudbury Quebec Calgary
Vancouver Fort William Keewatin Medicine Hat Portage la Prairie

FREE Copy of the famous FIVE ROSES Cook Book, on request, to any retail grocer reading CANADIAN GROCER.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI PUBLICATION OFFICE: TORONTO, APRIL 13th, 1917 No. 15



Do Your Customers Know?

How are your customers to know that you handle

STAG

CHEWING TOBACCO

"Ever-lasting-ly Good"

unless you keep it to the front?

PUT up the store cards—display "Stag" on your counters—and thus connect your store with the big "Stag" advertising campaign.

All wholesalers have "STAG."



YOURS FOR THE ASKING

These attractive advertisements are three of a series of six advertising plates prepared expressly for merchants selling O-Cedar Polish.

These six advertisements will be furnished FREE in "plate" form all ready to run in your local paper. Only one merchant in a town can have this series. So it will be well to let us have your order without delay. The first dealer to request them gets all six plates. There is a blank space in each, as shown, wherein may be inserted whatever special items you may wish to list. The entire series of six advertisements is ready for you to look over in proof form. Send for the book of proofs and learn how to make use of our Advertising Department.

Address your request to the Advertising Department.

Channell Chemical Company, Limited

369 Sorauren Avenue, - - - TORONTO

Quality that builds Steady Trade



The standing you hold with your customers is no firmer nor certain than the quality of the goods you sell them.

The quality and convenience of



Borden Milk Products



(either the Milk, Coffee or Cocoa) produces a friendly feeling between you and your trade conducive to good buying and bigger profits.



Three generations of physicians have prescribed them for their absolute fidelity to purity, quality and wholesomeness!



And to-day Borden's is one of the strongest and surest sellers in your line.

Prove this by a window display. Your wholesaler can supply you.



Borden Milk Company, Limited

Leaders of Quality
MONTREAL

Branch Office, No. 2 Arcade Bldg.
VANCOUVER, B.C

HIRONDELLE

Both Brands Are

CATELLI'S

Made in the finest Macaroni factory in the British Empire —at Montreal.

Every wholesaler sells Catelli's.



If any advertisement interests you, tear it out now and place with letters to be answered.



FOLLOW THE LEAD

Fill the demand that is ever growing for this delightful, full-flavored product of Sunny Japan.

Canadian grocers are backed by advertising, as above, in Canadian papers with a national circulation. Get a supply from your wholesaler.



Every Grocer in the West

should connect with us

Our branch houses are located in all the larger cities, our service covers the entire west and covers it minutely. No matter where your store is located we can supply you and give you the prompt, satisfactory service for which our house has always been distinguished.

And our goods are the kind you want, the quality quick-selling kind that brings added profit and prestige to the dealer. *Royal Shield Products* are superior, every one is just as good and as pure as science and careful manufacturing can make it.

Just glance over the list of branch houses listed below and note the one nearest your store. Then drop us a card and we'll do the rest.

One of these houses will supply you. Which is the most convenient to your store?

Branches: Campbell, Wilson & Horne, Limited, Calgary, Lethbridge, Edmonton, Red Deer; Campbell, Wilson & Miller, Limited, Saskatoon; Campbell, Wilson & Strathdee, Limited, Regina and Swift Current.



Our Head Office

Campbell Brothers & Wilson, Limited

WINNIPEG - CANADA











W. CLARK, Ltd. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.



"Orlando" satisfaction will bring you big tobacco profits

There's a grand satisfaction in every whiff of an Orlando (Invincible) cigar, a delightful, soothing satisfaction that brings repeat business and bigger profits to the tobacco department.

Get the most out of this lucrative side line by stocking and suggesting this big three-for-a-quarter s m o k e. Every smoker in your community will appreciate the Orlando. Try it out.

W. R. WEBSTER CO.
SHERBROOKE, QUE.

Mr. Dealer

Here are the Season's Leaders in Shoe Polishes









"SHUCLEAN." White kid and white leather cleaner.

"ALBO." White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).

"CAHILL'S" French Bronze Dressing. Bronzes any color shoe.

"BOSTONIAN CREAMS." Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.

"GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c and 25c.

Ask Your Jobber for Prices and Complete Catalog
***or write us* (WHITTEMORE BROS. CORP.) at Boston, Mass.**

If any advertisement interests you, tear it out now and place with letters to be answered.

N. C. R.

—A system that makes money by saving money

1—By saving time for your clerks

The new National Cash Registers quicken store service by handling money accurately and promptly.

They are automatic, working as fast as your business demands.

They are machines — work reliably and faultlessly.

They enable your clerks to deal with each customer in the briefest possible time. Yet their service is complete.

They give the customer a printed receipt, showing the amount and nature of each transaction, the consecutive number, and the initial of the clerk concerned.

They furnish you with an identical record, classifying and totalling up the different departments of your business.

And they do all these things in—half a second.

There is no lost time, no lost motion. They leave your clerks free to attend to more customers, to pay more courteous attention to each customer.

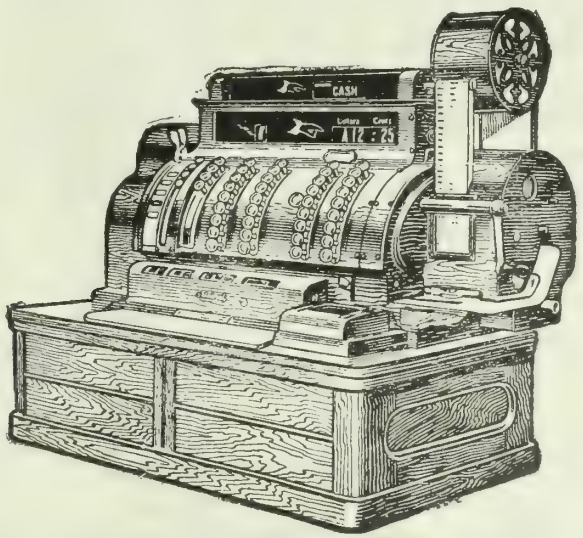
Thus they enable your staff to handle increased business, which means more profit for you.

And they increase the patronage of your present customers by giving prompt, accurate, courteous attention.

Now is the ideal time, when labor is scarce and costly, to install a machine which, as an incidental part of its service, saves the time of your clerks.

Write us to-day—we will gladly give you full information.

The National Cash Register Co.
of Canada, Limited
Christie Street - : Toronto, Ontario



If any advertisement interests you, tear it out now and place with letters to be answered.

This is not ordinary

Cocoanut

It is something immeasurably superior; something that every dealer looking for quick-selling quality will instantly appreciate.

A 22 years' quality reputation stands back of every ounce of Cocoanut we sell, guaranteeing the dealer satisfactory sales and increasing profits.

Try this line in your store. Ask your wholesaler to supply you. Or we'll ship you a trial order.

Pails of 15 *and* 30 *lbs. Boxes of* 50 *lbs. and Barrels of* 100 *lbs.*

Standard Cocoanut Mills

(E. B. Thompson, Sole Proprietor)

HAMILTON, CANADA

Try this line once and you'll sell it constantly



Every sale will produce others, and your daily cash takings will steadily increase. For this

WORCESTERSHIRE SAUCE

line is something that will appeal to every housewife.

Attractively wrapped, handy-sized bottle to retail at 10c.

This is something novel—something the housewife will like from the very beginning. It is high-grade quality—every drop of it—with a delicate flavor and a delicious piquancy.

If your wholesaler cannot supply you we will. Packed 4 dozen to the case.

Chas. M. Edwards & Co.

(E. B. Thompson, Sole Proprietor)

20 Front St. E., Toronto

You will never truly appreciate what real, quick-selling jams mean to your business until you stock Furnivall's—the jams that have won the approval of the most critical.

Get a display working for you now and prove this fact for yourself.

FURNIVALL-NEW, Limited

Hamilton, Canada

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.** MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.** — MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.



"We clean up everything"

LOOK OUT FOR THE DOG!

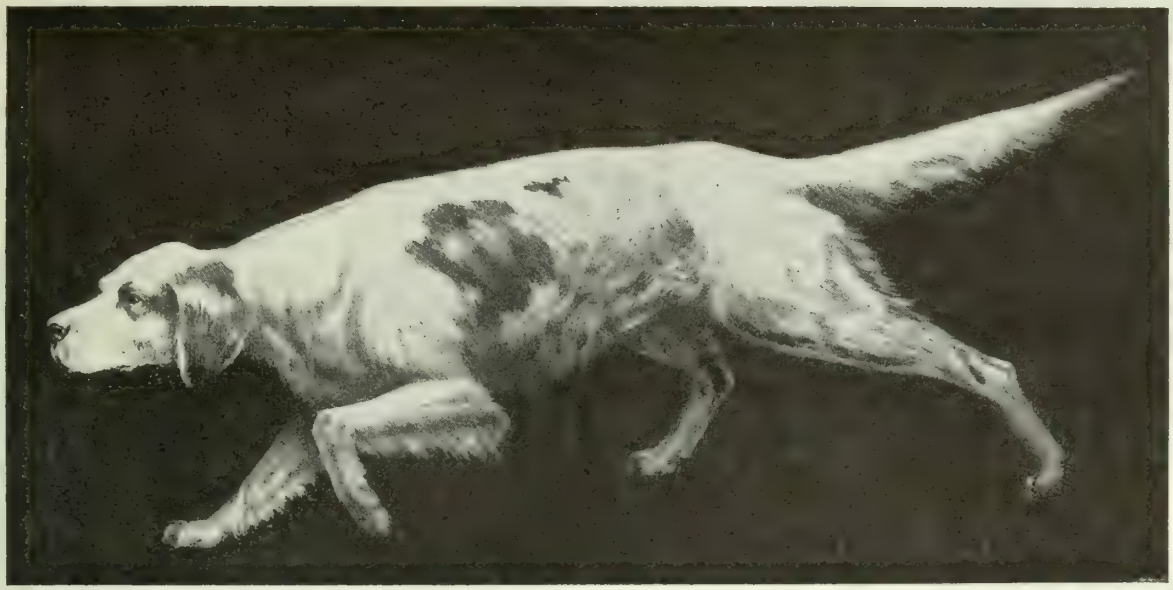
He represents 19 lines of cleaning goods—household necessities that are asked for every day—the celebrated

Bull Dog Brands

Made By **The John B. Paine Co. Ltd.,** Factories at **Toronto and Winnipeg**

Agents: Mowat & McGeachy, Saskatoon; Oppenheimer Bros., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.



SELL
PRESNAIL'S
PATHFINDER CIGARS

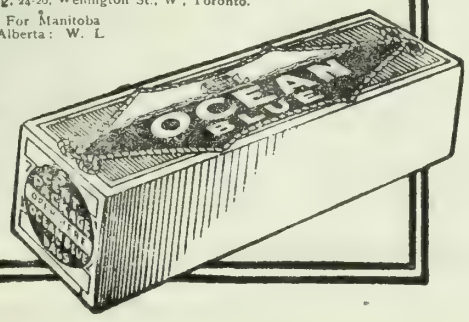
Post us your order for

OCEAN BLUE

to-day and you will have taken the first step towards increasing your business in Laundry Blue. Do this and you will be pleasantly surprised at the splendid response which follows your recommendation of OCEAN BLUE.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.

Western Agents: For Manitoba Saskatchewan & Alberta: W. L. Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary & Edmonton.
For British Col. and Yukon: Creeden & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.





Sell Wonderful Soap to a customer just once and she'll ask for it next time. Folks' fancies may change with other kinds of goods, but not so with Wonderful Soap. Steady, regular selling is a characteristic of this popular wash-day requisite.

Write for Price.

Try Our "Crystal Soap Chips."
"The Best Ever."

Guelph Soap Co.
Guelph, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.



EASY USE MAKES EASY SALE FOR KNOX GELATINE

The satisfaction an article gives in the home settles its standing in the store. Just so with KNOX SPARKLING GELATINE; women like it, they find it easy to prepare; one package makes four pints of delicious jelly, as well as desserts, salads, puddings and candies. The No. 3 Acidulated package contains an extra envelope of lemon flavoring which saves work and expense. And, what one woman finds out she tells to others. So it's very easy for a grocer to sell KNOX GELATINE.

"Make KNOX Your Gelatine Leader"

CHARLES B. KNOX GELATINE CO., INC., JOHNSTOWN, NEW YORK

Branch Factory:—Montreal, Canada

Profit-making Popularity



It will pay you handsomely to constantly feature such well-known and popular milk products as *MALCOLM'S*. Their selling record has long ago been established—the fact that they are the only all-Canadian-made Milk Products is a still further recommendation to patriotic people.





Repeat sales are a foregone conclusion with Malcolm's. Get a trial supply.

5-case lots delivered to any part of Ontario, Quebec or Maritime Provinces, and freight charges paid up to 50c per 100 lbs.



The Malcolm Condensing Co., Ltd., St. George, Ont.

"The Only Canadian Milk Company"

If any advertisement interests you, tear it out now and place with letters to be answered.

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

Why You Should Feature KING GEORGE'S NAVY



More than the profit on a plug

It is not the direct profit on a sale of **KING GEORGE'S NAVY CHEWING TOBACCO** that counts so much, though that alone is worth planning for. Rather is it the bigger, broader profit that comes from absolute customer-satisfaction, customer-confidence and lasting repeats.

A supply of **KING GEORGE'S NAVY** will ginger up your tobacco sales. Asy your wholesaler.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East. Winnipeg

Tell the Advertiser where you saw his Advertisement.

THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg

We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.

Correspondence solicited.
"Always on the Job."



RELIABLE

HOUSE Our Business is built on the Square Deal

SERVICE Prompt Shipment Attention to Details

GOODS Christie's Biscuits Robertson's Confectionery

SCOTT-BATHGATE COMPANY, Ltd.

Grocery Brokers and Manufacturers' Agents

143 Portage Ave. East, WINNIPEG

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

This Space is Yours For $2 On Yearly Order

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE from COAST to COAST.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA
Trackage Storage Distribution

This space $1.00 per insertion on yearly order.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

To Manufacturers and Shippers

To take care of our agencies, we have competent sales staffs, offices and large warehouses at

Winnipeg (Manitoba)
Regina (Saskatchewan)
Saskatoon (Saskatchewan)
Calgary (Alberta)
Edmonton (Alberta)
Vancouver (British Columbia)

We are in daily touch with every Wholesale Grocer Jobbing House in the Provinces of

Manitoba, Saskatchewan, Alberta and British Columbia

If you require SERVICE and RESULTS in marketing your products, communicate with us at any one of our offices.

Donald H. Bain Company

Wholesale Grocery Commission Brokers and Manufacturers' Agents.
WINNIPEG, MAN.
Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES (CONTINUED).

The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

C.H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

One Inch Space $1.00 Per Issue on Yearly Order.

This space would cost you only $1.00 per issue for one year.

MANUFACTURERS AND SHIPPERS

We wish to communicate with firms who are looking for representation in the **PRAIRIE PROVINCES.** We have offices in **Winnipeg, Calgary and Moose Jaw.**

We are interested mainly in staples in car lots, but have the facilities for warehousing if necessary.

Write to Post Office Box 3031, Winnipeg

The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in

THE FARMER'S MAGAZINE

A half-page 12 times will cost you $367.20 ($30.60 per insertion). A full page, $714.00 ($59.60 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

Boutilier's "Golden" Finnan Haddies
Also
Herring in Tomato Sauce
SOMETHING NEW—
"Golden" Lobsters in ½ lb. flats. Nothing better on the market.

GEO. ADAM & CO.
410 Chamber of Commerce
Winnipeg

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES IN CAR LOTS

If you wish to buy or sell let us hear from you either by wire or letter.

WHITE & McCART, LIMITED
309-310 Board of Trade Building
TORONTO - - ONTARIO
Reference: Dominion Bank of Canada, Toronto

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
TORONTO WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont.

G. Washington's
COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Raisins
Special Price on Spot
Thompson Seedless
SAMPLES IF WANTED
W. H. Millman & Sons
Wholesale Grocers' Brokers
TORONTO

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.
We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen. (Get in touch with us.)

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

Merchants Baler
MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

Kindly mention this paper when writing to advertisers.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY.
Commission Merchants and Brokers.
91 DALHOUSIE ST. - QUEBEC CITY

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

A condenesd ad. in this paper will bring replies from all parts of Canada.

Try the "Want Ad" Page

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word each subsequent insertion; five cents extra per insertion for Box. No. Payable in advance.

ADDRESS
THE CANADIAN GROCER - 143-153 UNIVERSITY AVE., TORONTO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax - N.S.

If any advertisement interests you, tear it out now and place with letters to be answered.

FIREPROOF

"NEW INTERNATIONAL SAFE REGISTER"

Simplest—Surest—Safest

SELF INDEXING
Alphabetical index enables operator to turn to customer's account instantly.

PETTY ACCOUNTS
Loss by Petty Charges and C.O.D. Charges eliminated

DOOR
Door of new interlocking-flange design. Fitted with heavy draw bolts. Back door locks under frame, making safe Waterproof as well as Fireproof

HANDLE
Heavy Handle which throws the heavy draw bolts to lock the Safe

LOCK
Heavy three-tumbler interchangeable combination lock. Simple and positive in action, will not get out of order



METAL LEAVES
Made of Bessemer Steel with individual account-carrying compartments

CABINET
Wooden superstructure in which account-carrying leaves are operated during business

SAFE BASE
Safe in which the account-carrying leaves are secured at night under combination lock for fire and burglar protection

HINGES
Hinges of heavy Malleable construction

STEEL WALLS
Steel-enclosed walls filled with Fireproof Compound which solidifies the entire structure of the Safe

Weight 300 lbs.

STOP GUESSING—KNOW! Business should be EXACT. Be interested enough in yourself to safeguard your BUSINESS from constant DRAINS and LOSSES.

THE PERFECT "ONE WRITING" SYSTEM PROTECTS YOUR RECORDS FROM FIRE.

The INTERNATIONAL ACCOUNT REGISTER SYSTEM has been proved by USE. It is what you WANT. FOR SAFETY'S SAKE WRITE TO-DAY and GET THE FACTS.

THE INTERNATIONAL SAFE COMPANY, LIMITED, FORT ERIE, ONTARIO

MODERN OFFICE APPLIANCES COMPANY
251 Notre Dame West, Winnipeg, Man., Western Distributors

G. D. PEQUEGNAT
113 Bleury St., Montreal, P.Q., Distributor for Quebec



Your Brush Business

Talk quality to every customer that comes to buy a brush and illustrate your argument with

"KEYSTONE"
Household Brushes

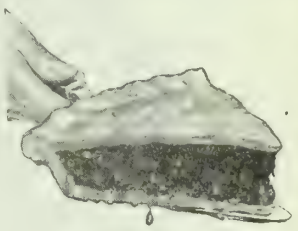
If you get trade for floor brushes, clothes brushes, shoe brushes, crumb brushes and scrub brushes of "Keystone" Quality, you will find it pays to push QUALITY.

For prices, etc., write

STEVENS-HEPNER CO.
LIMITED
Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

THE SUN-MAID SERVICE TO THE GROCERY TRADE



Millions of housewives are learning how to make this pie — using our recipe. This is part of our service to you.

THEY are making it with California Sun-Maid Raisins which they will have to buy from you. They are also learning about the many other ways in which raisins can be enjoyed by the whole family. Everywhere the demand for choice Sun-Maid Raisins is constantly increasing. A powerful advertising campaign in the Saturday Evening Post and other publications is responsible for the number of calls you have for Sun-Maid Raisins in the package. This advertising is part of our service to you.



Right now raisins are most active and it's the time for you to get a share of the big profit.

The Sun-Maid service on Raisins means high quality, uniform demand, satisfactory dealings in your raisin purchases. Ask us to tell you more about it.

Ask your jobber about Sun-Maid Raisins

California Associated Raisin Co.
Membership 8000 Growers
Fresno, California

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.

The World's Best Slicer

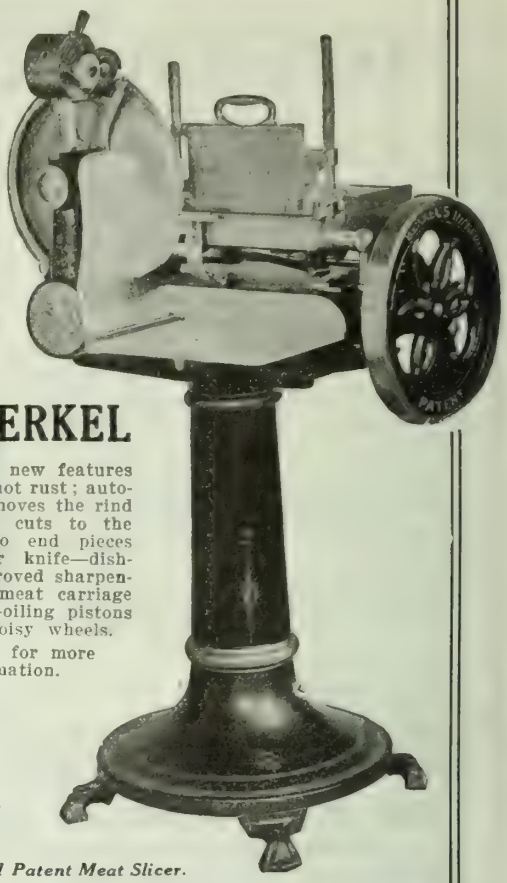
is the 1917 IMPROVED MODEL

VAN BERKEL

Some of the new features are: It will not rust; automatically removes the rind from bacon; cuts to the last slice—no end pieces left; heavier knife—dish-shaped; improved sharpening device; meat carriage runs on self-oiling pistons instead of noisy wheels.

Write us for more information.

The Hobart Mfg. Co.
149 Church St.
TORONTO



The Van Berkel Patent Meat Slicer.



Something every customer needs

A reliable high quality shoe dressing satisfactory in every way.

The demand for Regent Shoe Dressings is in evidence the year round, and dealers would be well advised to stock these superior quick sellers. Sold through wholesale grocery houses at 75c per dozen.

How about a first order?

Chas. Tilley & Son

MANUFACTURERS

90 Richmond Street West, Toronto



Lively Polly Soap Powder

Lively Polly Soap Powder gives the housewife a service that brings her in again for a further supply.
The demand is continuous and the profits are good. Make a daily display of "Lively Polly."

J. HARGREAVES AND SONS

LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg. MONTREAL

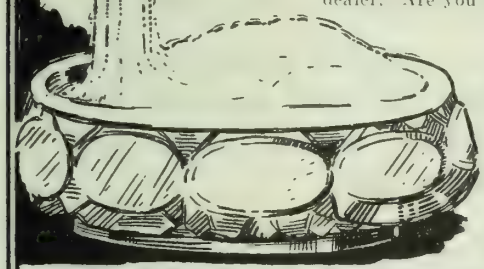
If any advertisement interests you, tear it out now and place with letters to be answered.

CENTURY SALT

TRADE MARK

Satisfies dealer and customer

There is never a kick with Century Salt. Its quality wins with the most discriminating, and the profits it gives will please the dealer. Are you selling it?



THE DOMINION SALT Co LIMITED
SARNIA, ONT.



Keep Babbitt's to the front

It's worth featuring. Just think — a full weight can of the best cleaning medium to retail at the popular price of 5c.

And as a further selling attraction we are giving away **valuable premiums for Babbitt Trade Marks.**

There's profit, good honest profit in every sale of this quick-selling product. Customers like it and come back for more.

Display Babbitt's right along.

5c. Worth Ten

WM. H. DUNN Limited, Montreal
DUNN-HORTOP, Limited, Toronto

The Temperance Drink for the Canadian Household

Father, mother, sister and brother, young and old, will appreciate the unequalled richness and fine wholesome qualities of **Marsh's Grape Juice.**

Selected Concord Grapes only are used in its manufacture. Every drop of it is high grade; every sip an invitation to another.

This is the logical summer drink to push. Try it now. Feel out your trade by putting a few bottles on display and by suggesting it with every order.

The Marsh Grape Juice Company
Niagara Falls, Ontario

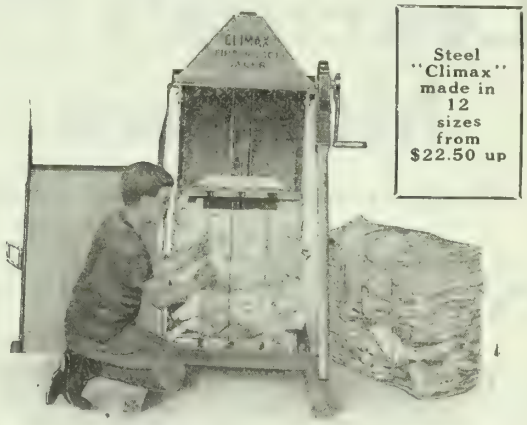


WASTE PAPER $13.00 A TON

F.O.B. Ontario Shipping Points

Start now to turn all your Waste Paper, Cardboard Boxes, Straw, Excelsior, etc., into Money with a

CLIMAX STEEL BALING PRESS



Steel "Climax" made in 12 sizes from $22.50 up

A Boy can operate the

ALL STEEL CLIMAX FIREPROOF

"Economy is a great revenue"

MAIL THIS COUPON

Climax Baler Co.
Hamilton, Ont.

Send me circulars and prices of *Climax* Steel Baling Presses.

Name.....

Address ..



Dutch Tea Rusks

The New Breakfast Food

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada

For more than a quarter of a century

McVitie & Price's DIGESTIVE BISCUITS

have steadily increased in popular favour.

Quality is the first and last word in the Manufacture of these Biscuits.

The natural, soluble phosphates of the grain are retained and the Biscuits have a high nutritive value and delicious flavour.

Supplies can be obtained from the following:
C. E. Choat & Co., Halifax; McVitie & Price of Canada, Ltd., Montreal; Richards & Brown, Ltd., Winnipeg; The Campbell, Wilson Co.'s Branches in Saskatchewan and Alberta; Kelly, Douglas & Co., Ltd., Vancouver.

Serve your customers

Leacock's Extra Fancy Molasses

Absolutely guaranteed highest grade.

SHOW your customers that you are capable of anticipating their desires by stocking Leacock's—the molasses of quality.

Leacock & Company
Exporters of High Grade Molasses
BARBADOS, B.W.I.



Simplex Baler

EFFICIENCY HIGH PRICE LOW

Turns Waste into Profit

Keeps your premises clean and tidy. Eliminates the fire risk in loose paper.

The "Simplex" has proven its sterling worth under every condition. Strongly built, of ample size, it is easily get-at-able and workable.

NOT A TOY, BUT BUILT FOR BUSINESS AND PROFIT.

Write and we'll tell you more about it.

General Sales Company
204 Stair Building, Toronto

More Dollars

You can make "Dollars Grow" out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

THE TEA CRISIS

The real test of quality for any article is at a time when there is a big temptation on account of market conditions to cheapen it.

You have watched Red Rose Tea go through a number of such testing times and you know how well its splendid quality has been maintained for twenty-three years.

This surely gives you the fullest confidence in recommending it to your customers during the present tea crisis.

T. H. ESTABROOKS CO., Limited

St. John Toronto Winnipeg



The Saving on Ice Alone

makes it well worth your while to consider the advisability of installing a

Eureka Refrigerator

this year.

There are too many superiority points about the Eureka for us to enumerate them all in this limited space, but, just to mention one of its many exclusive features:

Only the Eureka has Patented Centre Warm Air Flues across Ceiling of Cooling Room.

Our illustrated catalog will tell you in detail about Eureka Refrigerators. A post card will bring it to you without any obligation whatever.

Eureka Refrigerator Co., Ltd.

BROCK AVE. NOBLE ST. EARNBRIDGE ST.

Phone Park 513

Head Office and Showrooms:

27-31 Brock Ave. Toronto, Ont.

Rapid, quick-fire sales will follow
a neat shelf arrangement of

Robinson's "Patent" Barley

and

Robinson's "Patent" Groats

Nearly everybody has heard of Robinson's Foods for Infants and Invalids. Your customers are no exception.

A little memory-jogging through a better display of Robinson's lines will bring you better profits.

Keep a good supply always on hand.

Canadian Agents:

Magor, Son & Company, Limited

191 St. Paul St. W., Montreal 30 Church St., Toronto

General Merchants!

Connect with this

Write to-day for one of our Assorted Trial Shipments of

PAINTS

and prove what a rattling good demand there is for this quality line in your community.

Moore Paints are guaranteed with a guarantee that means profit to you and satisfaction to your trade.

Our special price—**$2.60 PER GALLON**—will start an unending line of repeat paint orders to your store. We will ship promptly upon hearing from you, and results are as sure as daylight.

Write now.

Benjamin Moore and Co., Ltd., West Toronto

CANADIAN GROCER

Vol. XXXI. TORONTO, APRIL 13, 1917 No. 15

Is the 3-Grade Price System Practicable?

Western Merchant Questions Some Conclusions of Vere Brown, of Bank of Commerce, as Outlined in Recent Speech — The Three-grade Price Challenged as Impracticable—An Interesting Discussion of an Interesting Question.

EDITOR'S NOTE.—Vere Brown Western manager of the Bank of Commerce, at a recent gathering made some very startling statements relative to retail trade conditions in the West. A synopsis of the address appeared in the CANADIAN GROCER'S *editorial column of March 9, under the title "Encouraging Cash Business." In this address Mr. Brown suggested some measures for meeting these conditions. These suggestions, doubtless entirely satisfactory from the standpoint of the bank, have given rise to considerable criticism on the part of some of the merchants who do not consider that the suggestions are feasible, the following letter from T. H. Witton, of Witton and Co., Paswegin, Sask., is a very fair setting of the merchants side of this question. We would be glad to hear from any other merchants who are interested in this matter.*

"MR. VERE BROWN, in his address to representatives of the various trade interests, recently met in Winnipeg, disclosed a state of affairs that is truly lametable.

It is hardly conceivable that, in these days, 60 per cent. of the merchants in the Prairie Provinces have not a proper system of bookkeeping. Here is an opportunity for the Retail Merchants' Association to do a little educational work along these lines. And in Saskatchewan, at least, this matter is likely to receive attention ere long, provided that the merchants are only sufficiently pliant to recognize their shortcomings and progressive enough to embrace a much-needed reform.

Must Differentiate Between Cost and Credit Price

Mr. Brown's views anent the same price for goods sold for cash or on credit were very lucidly expressed; and no right thinking person will fail to admit that, if the merchant is to keep, let alone strengthen, his hold on the trade of his community, it is imperative that he differentiate between cash and credit. The man that pays cash should not be forced to contribute his quota to the expenses of bad debts, and other charges inseparable from a credit system.

Now comes the perplexing question of how the merchant may best conciliate both his cash and credit customers, and, at the same time strengthen his standing in the community.

Three Grade Price Open to Criticism

Mr. Brown may, or may not, have had experience in operating a general store, but his suggestion of three grades of prices, one cash and two credit, is open to much criticism. A moment's reflection will show the impracticability of this proposal. Take, for instance, a stock of general merchandize consisting of say ten different lines. To mark every article with three different prices would not only be very inconvenient, but would cause more or less confusion as well. On taking an order, it would be necessary to ask the customer, "Do you wish to pay now, in one month, or after harvest." This ascertained, only then would it be possible to write down the correct price of each article.

A Definite Attempt Fails

The writer, some time ago, saw the necessity of making a distinction between cash and credit prices, and sought to obtain the results of the three grade system in a different manner. Goods were marked down to the lowest cash prices, and all good charged were subject to an added 10 per cent., a discount of 4 per cent. being allowed for cash in 30 days. Thus, an article selling for $3 cash was charged at $3.30, and if paid for within the 30 days, a discount of 4 per cent., or 13 cents, was allowed, making the net price $3.17. It was, however, impossible to convince the cash customer that he was buying for less than before; and the man that paid monthly, although charged only 5 2/3 per cent. more than the lowest cash price, felt that he had a grievance. The scheme had, therefore, to be abandoned.

Knowledge of Human Nature an Asset

Henry Johnson, Jr.—or was it someone else?—recently wrote that a merchant's strongest asset was character. Without dissenting from this statement, it should be remembered that another asset, almost as strong, and certainly a dominating factor in success, whether business, political, or social, is a knowledge of human nature—in being able to influence others to willingly acquiesce in what one proposes or does. This is the underlying principle of successful salesmanship, as well as advertising, which is only another name for "salesmanship in print."

A Desire to Get Something for Nothing

Notwithstanding the Christian teaching that "it is more blessed to give than to receive," it is a psychological fact that most of us are pleased when we get — or think we are getting—something for nothing; and a pleased customer is another strong asset of the merchants, and one that should be assiduously cultivated.

In order to understand this principle, one has only to recall the success of the large co-operative societies in Great Britain, that attract business by means of discounts, or rebates, in the shape of dividends.

One of the merchants in a Central Saskatchewan town, gave a small discount for cash, and although he charged higher prices than his competitors, to offset this discount, he certainly pulled trade, and no amount of explanation or advertising on the part of his competitors could convince the farmers that they were not getting "something for nothing." Even the manager of one of the banks in the town stated, in conversation with a friend, "Mr. Blank, you know, gives a cash discount, and it means a considerable saving on a year's purchases."

One Price and a Discount for Cash, Best System

For the average country general store, it would seem that the best system is to **charge one price only**, and to allow a discount for cash, with possibly a smaller discount for cash in 30 days. After 30 days, interest should be charged.

Just what discount to allow should be left to the merchant's own judgment, and would depend on the prices charged, turnover, and cost of doing business. It is not likely that a merchant doing a proportion of credit business could allow much of a discount from his present prices, especially on groceries; and it might be necessary to advance prices in some instances, taking care that the cash prices are, if anything, somewhat less than before.

Fair Treatment for the Cash Customer

It is not claimed for this system that it would solve the problem of mail order competition, but it would, at least, convince the cash customer that he was obtaining an advantage over his neighbor who runs a bill, and also remove an injustice that has tended to alienate the customer from the merchant. It would obviate the inconvenience of a three-grade price system, and, at the same time, place in the hands of the merchant one weapon with which to fight the menace of mail order competition.

Thanking you, Mr. Editor, for your indulgence, and hoping that the views of other merchants may be forthcoming on this important subject, I am,

Yours, etc.,

T. H. WITTON."

Retail Merchants Active in Winnipeg

Association Adds a Hundred New Members in One Day—Over 300 Merchants Attend Banquet.

THE Winnipeg branch of the Manitoba Provincial Board of the Retail Merchants' Association of Canada held a banquet at the Royal Alexandra March 28th. There were 325 retail merchants present. Plans were made for a big membership campaign, which was launched next day. The city has been laid out into two large districts, with Notre Dame Avenue as the central dividing line. These two large divisions are each subdivided into ten smaller areas, thus dividing the city into twenty districts. All north of Notre Dame is known as the northern division; all south comprises the southern division. Horace Chevrier has been chosen as the Major-General. The Brig.-General for the north is J. A. Banfield, and the Brig.-General for the south G. W. Markle. Under each of these officers there are ten captains, and each have working with them five to ten men Thus there are now 150 merchants engaged in uniting the forces of the retail merchants in Winnipeg. It is expected that the membership will be doubled as a result of the campaign.

On the evening following the banquet, a meeting of the canvassers was held, their reports indicating that on the first day of the campaign 100 new members were secured for the association. The final returns, however, will not be known until this week.

J. H. Curle, secretary of the association, expressed great satisfaction at the success which had attended the efforts of the campaigners yesterday. "I am confident the results will be A1," he said.

The association moved into its new commodious offices, 305-6 Quebec Bank building, Portage avenue, last week.

Higher Plane Wanted

On the occasion of the banquet held on March 28, an address was delivered by Prof. W. F. Osborne, of Manitoba University, who took as his subject, "The Man of the Hour."

Referring to the retail trade, Pro. Osborne remarked that the prejudice against retail merchants which at one time existed had been largely removed and it was due to the realization by the merchants themselves that they must be well equipped and have a thorough knowledge of the products which they handled, the markets and transportation. It was a remarkable fact that the sons of retail merchants seldom followed in their fathers' business, and this was due to the fact that the fathers did not wish their sons to pass through the same sordid, hard grind which had been their own lot.

The retail trade must be lifted to a higher plane, and to do this the state university must be fully utilized.

He was glad to know that owing to the admirable legislation enacted at the last session of the legislature, this invaluable assistance would be available. The modern university should have two faces, looking to the past and conserving its best traditions, and attending to the present and immediate future needs of the people.

The board of governors of the university, he trusted, would be in a position to create a department of commerce, and facilities should be provided for courses in agriculture, commerce and journalism. The retail merchants should organize and co-operate with a view to increased efficiency and the acquisition of scientific knowledge relating to their particular line of business. In that way they would elevate the retail trade, and place themselves in such a position that they would be able to render the maximum of services to their own advantage and in justice to all.

Late Indications on Prospects for Early Vegetables

Reports From Southern Sections Indicate Late Crops With Shortages in Some Commodities—Indications of Prospects in Points From Which Canada Draws Her Early Vegetable Supply

SOUTH CAROLINA. — Indications point to one of the best seasons growers ever had. One thousand acres of cabbage have been set out since the frost and should be ready to move about May 15. At least 15,000 acres of potatoes have been set out, indicating the heaviest planting for some time. Estimating 50 barrels to the acre, a bumper crop is expected. Plantings were begun on Feb. 10, and ended last week, so the crop is expected to be one of the earliest in the point of movement. First shipments will likely take place about May 10. A large acreage of beans has also been set out and the stand of these are reported as being perfect.

HASTINGS, FLORIDA. — Prospects are for a large potato crop, with quality never equalled. An almost perfect stand of 98 per cent. is reported, but shipments will not be as early as last year. It is expected there will not be much doing in car lots before April 20, and much of the crop will not be ready until May. Buyers on the scene have already offered $5 per barrel for entire crops. Danger of killing frost decreases as each day passes, and there is not thought much probability of the much dreaded blight putting in an appearance owing to the absence of the hot murky weather prevalent in such cases. Heavy shipments are expected to begin the latter part of April.

GEORGIA. — Practically all of the fruit in the northern part of the State has been killed off and much damage done to the early varieties around Marshallville and Fort Valley, with the exception of the Uneeda, which has come through the cold comparatively unscathed. The total crop of the State is expected to be very light indeed.

CRYSTAL SPRINGS, MISS.—Car lot shipments of tomatoes expected to begin about May 25. Very favorable weather has made it possible to transplant about 30 per cent. of the plants to the field. There has been no serious loss of plants thus far, and the acreage is between 25 and 30 per cent. larger than last year. The cabbage crop is rather small and will not move until later than usual, probably not until May 1. The acreage is about 25 per cent. above last year. Shipments will continue later than usual

(Continued on page 32).

Specialized Lines Proves Good Business

Special Lines Make Friends for Store, and Encourage Other Trade—A Talking Point for Salesmen—Going After Country Business

MOST merchants have some item in their store stock that they look to as one of their best money makers. They have probably built this business up with care, led by the fact that this one particular line on some occasion or occasions has shown a good profit.

With C. H. Hitchcock, of Smith's Falls, Ont., the item of special interest is fresh salmon; at least, this one item is featured whenever a supply is obtainable from any source. People have come to look to his store for their fresh fish and as a result they have become familiar with other lines that he carries, and more important still, with the store itself. Not that this item of actual sale is a thing to be scoffed at, for Mr. Hitchcock's sales in this one featured line of fresh salmon averages about 300 pounds per week, which gives a very satisfactory profit.

Mr. Hitchcock is particularly well situated for featuring just such a line. Behind the store proper there is a large back store, and directly under this the cellar is arranged for ice. The ice is carted in in great blocks and lowered into this cellar. It will readily be seen that an ice house so conveniently situated is an immense asset in the best handling of fish. There is refrigerating room to spare, while a stout wall between this and the front part of the cellar serves to assure a storage place where the cold will not be too severe. This large storehouse of ice enables him to do a very considerable business in ice during the summer months. But Mr. Hitchcock does not depend solely on the drawing power of one specialized line. He makes a pretty general campaign for business. And though he does devote particular attention to this one line it is not to the exclusion of other profitable commodities.

Fruit, a Second Feature

For instance, fruit is another line to which he devotes a good deal of attention, and does so with a good deal of effect. Mr. Hitchcock looks upon fruit as one of the best lines that a grocer can carry. For one reason, it is an all-the-year line, and there is no time in the year when an honest penny cannot be turned on this kind of goods. Moreover, as a rule, it will pay a very satisfactory profit, and that without prices that are too high for the average customer.

Probably if you were picking out two lines, these would be the two that Mr. Hitchcock would choose, because, according to his own account, these have been the two lines that showed him the most satisfactory profit.



Interior of the C. H. Hitchcock Store, Smiths Falls, Ont.

It might be asked: How was the business in these lines built up? Well, by the fact, in the first place, that it was brought to people's attention, that these goods were to be found at this store, if they were available at all. The housekeeper pondering what she would have for dinner, visiting this store, would not unnaturally think of a nice bit of salmon; thereafter, salmon becomes almost a habit, or so it would seem in view of the oft-repeated orders. And this habit would more than likely be suggested to other harassed housekeepers of her acquaintance.

The Advantage of Featuring Goods

As a matter of fact, featuring one line is a matter not without its advantages, entirely apart from the fact of the profit that may accrue. A store that makes a feature of some one or more lines always has a talking point. People knowing of this specialty expect to have it mentioned to them when they come to purchase; that, not unnaturally, puts them in a receptive frame of mind, and they are more than likely to be favorably disposed toward the suggestion. Moreover, when a store specializes on some particular line of goods, there are a great many people who are going to become aware of this fact, and it is not difficult to convince the average housekeeper by this method, that this is the only store where this specially featured commodity can be had at its very best. In this way, featuring one line of goods, draws trade for that one line, and in most instances many others as well. Very few people will come to a store and buy only one thing. Once in a store they are open to every suggestion that the salesman has to make. In that way one line is a selling force for many other lines.

A Believer in Advertising

But Mr. Hitchcock does not wait for the things to sell themselves. He is a believer in advertising and goes after sales. He advertises regularly in the local papers, and as well sends out at special seasons circular letters. There are a great number of rural routes running out of Smith's Falls and by this system of circularizing most of the farming community can be reached with satisfactory effect.

This, with the business from the town itself, which is a thriving railway centre, makes up a bulk of customers that have built up a very profitable business for Mr. Hitchcock, and has proved to his satisfaction that giving a little extra featuring to one line of goods is good business.

The Manitoba Branch of the Retail Merchants' Association is making plans for a big membership campaign.

Details of Store Accounting

How to Separate Store From Outside Matters—Handling the Produce End, Etc.—Details of System Given in Reply to a Quebec Merchant.

By Henry Johnson, Jr.

This thoughtful letter is from precisely the kind of merchant I had in mind when I began to write my series on "Accounting for Retail Merchants." Note how it fits in with my scheme:—

Quebec, Feb. 7, 1917.

Mr. Henry Johnson, Jr., care CANADIAN GROCER, Toronto:

Dear Sir,—We have been trying to follow your letters on retail accounting, as we have been looking for some such system. Ours is a general store combined with telephone and post office, out in the country. Two clerks and the writer look after the outfit, the third being necessary mostly for the telephone, though she helps considerably in the store.

The commissions from the telephone just cover the extra salary.

We use cash and account registers and heretofore have been keeping only a cash book, as we realized that unless we could keep a set of books properly and easily we might better leave them alone, not wishing to spend all our time bookkeeping. Hence our interest in your system.

We do a cash and credit business, probably half and half; and buy butter and eggs for cash or trade as desired. We have been keeping Rec'd on A/c separate from cash sales (we note that you do not) and paying out from the register usually only small amounts for express, freight, produce, etc., putting these all together on one Paid Out ticket. (You seem to favor one PV for each item).

Our payments for wages and for wholesale accounts are made from cash box direct to employees, and by money order or to the travelers for the firms we buy from, because we are ten miles from a bank.

You would apparently recommend dividing up the expenses into various lines rather than put them all down in one column? Is the ruling of the six column journal which you mention easily obtained? When you speak of having the daily cash balance you make it necessary to count all cash every day? We have been doing this about twice a month!

How do you handle the produce end?

Besides the two properties we have here, we have some on which we are paying taxes in Moose Jaw. Would you treat this as part of the business or as separate items? Also, how would you handle the salary received from post office and telephone? So far, all these have been pooled, but really are apart from Mdse., etc., and should not be figured in the profit and loss of the store proper—should they?

We have just finished our inventory and have a statement of which we enclose copy for your inspection. If you answer through the paper, please do not use our figures as given.

How would you handle an item of $10 for Mdse. returned to wholesale house for credit after it had been included in stock sheets?

We think we understand you so far. Shall await with interest the remainder to come.

Yours very truly,
R. T. A. Co.

Statement enclosed is as follows:—

	Merchandise		Dr.	Cr.	Balance
Feb. 1, 1917	Cash on hand		490 91		
	Stock	$6,432.08			
	Less unpaid bills	2,961.42			
			3,470 66		
	Accounts outstanding	754.04			
	Less 10%	75.40			
			678 60		
	Barn equipment	200.00			
	Less 20%	40.00			
			160 00		
	Furniture and fixtures	510.00			
	Less 10%	51.00			
			459 00		
	Store building, dwelling and 2 acres land, assessed		2,300 00		
	House, outbuildings and 9 acres land, assessed		1,600 00		
	Real estate, Moose Jaw, assessed		4,360 00		

Statement shows a condition in general very healthy, except that the equity in the stock on hand is less than 54 per cent. This condition seems to indicate that bills are not discounted, but full time taken, and it looks as if this might be improved by a trifle more careful, conservative management. No statement being at hand of how much business is done, I cannot estimate what discounts might equal; but I am sure it would come to an appreciable sum.

On the other hand, there are no borrowings. Every value is put in at rock bottom. And, since I notice the business has been running along for over 56 years, probably Mr. A. knows what he is about. I feel more certain of this in view of his statement that he "is paying taxes" on that Moose Jaw property —indicating that he has some doubt of the value of that investment. So he is not fooling himself much on that score —which is another good indication.

But, as a bit of caution to others: If he had that $4,360 instead of the land in which it is locked up, he'd be on the sunny side of Easy street, would not have to owe a cent, and could have a sound mortgage or two tucked away some where, bringing him in $10 or $15 monthly and constituting a bulwark against unforeseen misfortune.

Handling Outside Matters

My later articles will have reached Mr. A. by now, so probably his questions are mostly answered. Post office should have a ledger account and a column on each side of the Journal; and so should the Telephone. That is, provided there are many transactions to be recorded. Otherwise, both can be run through the Sundry column on both pages. But in any event, these should be kept distinct from the store business. Strictly speaking, the girl who helps out in the store should be charged to the store in proportion to her time put in there. Say she is paid $5 per week. Try to make the division justly. Maybe $1 would do for telephone; $2 for the P.O.; and $2 for the store.

My reasons for running Rec'ds. and Cash Sale together have been stated. A merchant can follow my system or make any adaptation of it to his own business which seems good to him. In fact, the most valuable thing any man can do is make changes in it to fit his requirements, because that means that he THINKS; and any man who thinks is apt to be able to take care of himself.

My reason for using a separate PV for each item is that thus anybody can make the entry. Then one who understands correct segregation of accounts can separate the entries in the morning



An attractive display for encouraging sales of various lines.

as I have indicated in describing my use of the blotter. If the boss makes all the paid outs himself, he can run the entries any way he likes, for he will know just where each one is to be posted.

But I do want to dwell on the question of handling produce, because, for some reason I never have been able to grasp, merchants have the greatest difficulty to think straight on produce matters. Yet, the correct progress of such transactions through a business are as easy to follow as any other, if we merely think straight.

Let us suppose a transaction like this: Mrs. Hanson brings in 10 lbs. butter. The market is 28c. She buys goods amounting to $3.50, and you "settle" with her. How is such a thing handled usually; and how should it be handled —and WHY?

Usually, the storekeeper figures up the customer's purchases, from that total deducts the customer's produce, collects the difference and rings it up in the register. In the case given, then, he would collect 70c and ring it up. Thus his merchandise would be credited with 70c sales—exactly $2.80 short of what it should be.

Now, what has he done, actually? He has performed two entirely separate acts. He has purchased $2.80 worth of goods at wholesale; and he has sold $3.50 worth of goods at retail. So here is what he must do:

He must make a Paid Out for 10 lbs. butter at 28c, $2.80, and ring up that Paid Out.

Then he must ring up $3.50 of sales.

Why? Because otherwise he will have no account whatever that jibes with the facts—and you want FACTS in your accounting.

The best way is to make it a practice to buy the produce; step to the register; make the Paid Out; and PAY THE MONEY to the customer. Then turn round and sell her what she wants as a transaction entirely separate and distinct.

In the absence of such a system, your clerks are apt to become confused and make wrong entries—rings — in such matters. And if you make wrong rings in this way, if you are in a position where large barter transactions occur in the year, you may be buying and selling $10,000 worth of goods while your books show only the difference—perhaps $650.

If I am not clear, ask again; and I'll try again.

In case of that $10 return to wholesaler. If your inventory entries are not made, just deduct the $10 from your Mdse. total. If they are made, deduct from one of your invoices. Such an item cuts no figure either way and is not worth bothering with very much.

NEW BRUNSWICK EXECUTIVE OF RETAIL MERCHANTS HOLD MEETING

Several important matters were dealt with at a meeting of the executive of the New Brunswick branch of the Retail Merchants' Association, which was held in St. John this week. After submitting a report of his work, Robert Reid, the Provincial Secretary, asked that his resignation, submitted a month ago, should take effect on April 1, as he had accepted a position as provincial manager for a life insurance company. Mr. Reid's resignation was accepted, with expressions of regret, and his name was added to the newly-formed Advisory Board. Miss F. P. Allward, his assistant, was appointed as acting secretary, no permanent appointment being made for the present, as the Dominion Board is sending an organizer to the province in the interests of the work.

The recommendation of the recent Provincial Convention, referring the suggestions for the Dominion-wide adoption of the daylight saving plan to the favorable consideration of the executive, was taken up and ordered forwarded to the Dominion Board.

Accommodations for the amendment of legislation for the collection of small debts, were referred to the committee on legislation, after some discussion.

A Provincial Advisory Board, as authorized at the recent convention, was appointed, as follows: William Hawker, H. W. Rising, James S. McGivern, Robt. Reid, J. H. Vaughan, and Thos. Drummie.

HEAD OF WHOLESALE GROCERY FIRM IS DEAD

Sir Henry Newell Bate, millionaire, head of the wholesale grocery firm of Bate & Sons, Limited, and chairman of the Ottawa Improvement Committee, is dead after a long and serious illness. Coming to Canada early in life, Mr. Bate removed to New York for a few years, finally taking up residence in Ottawa in 1853. The year previous he married Catherine, daughter of the late Allan Cameron, of Buckingham, Que. She died in 1906.

Among his many interests, Mr. Bate was a director of the Bank of Ottawa and of the Ottawa General Trusts Corporation. He was an Anglican, and erected at his own expense All Saints' Church in Ottawa. He was a Liberal in politics and was knighted in 1910.

DEATH OF PROMINENT ST. JOHN N.B. WHOLESALER

Frederick R. E. Dearborn, managing director of Dearborn & Co., Limited, wholesale groceries and spices, died suddenly at his home in St. John on March 19. The business was founded in 1863 by the late C. H. Dearborn, and since his death, 12 years ago, it has beee carried on by his only son. The latter was fifty-two years old and is survived by his wife, two sons and two daughters.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.
ESTABLISHED 1886.
The Only Weekly Grocer Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - *President*
H. T. HUNTER - - *Vice-President*
H. V. TYRRELL - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES:

CANADA Montreal Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg 22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St., Phone Randolph 5234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c. invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, APRIL 13, 1917 No. 15

EDITORIAL BRIEFS

SEEDING has commenced in Southwestern Ontario, so says a news despatch. Better get on your top boots and have a look over that backyard garden.

* * *

AT A recent peace meeting in Baltimore, Md., peace was only secured after 20 of the celebrants had been clubbed into unconscious acquiescence by the police. Such are the gentle ways of Peace.

* * *

EVEN Cuba has taken offence at the arrogance of Germany, and has followed the United States in severing Diplomatic Relations. Probably before this issue is off the press Brazil will also be listed among the Allies. If Germany is seeking to get the world in arms against her she is in a fair way to achieving her aim.

* * *

ONCE in the War, the United States seem to have had no difficulty in shaking off the watchful waiting attitude, and has been getting down to work with a will. It is a pleasant thing to watch our friends across the line taking off their coats, and getting ready to get into the fight.

* * *

BRITAIN continues to extend the extent of her embargo against not only exports but imports. A further long list of articles that may not be exported has just been published. Fortunately, no Grocer's needs have been added to those already prohibited. Possibly because in that line there was very little left to prohibit.

* * *

A FEW years ago it was considered a type of madness for the farmer to talk of dollar wheat. Some of them did venture for the day to dawn but none of them expected it. On Saturday last May delivery wheat reached $2.14¼ on the Chicago wheat pit. That is one of the effects of the enlarging scope of the world war. It means among other things still higher prices for flour.

* * *

A NOVEL means of overcoming the "high cost of potatoes" was practised with great success by a man in Gloucester, Massachusetts, who advertised in a paper that he would give $5 for the best specimen potato sent him during a certain period. Despite their value, fine specimens came in every day until at the close of the contest he had six barrels of choice potatoes—all for $5.

* * *

THE significant statement that the potatoes wasted in Canada, if sold at 50 cents a bushel, would meet half the interest charges of the $150,000,000 war loan, and that the wheat annually wasted in the Dominion sold at 75 cents a bushel would pay the interest charges on the three war loans, was made by W. Sanford Evans of Winnipeg, speaking on "War Production," recently. If this is true in these days we have reason to be ashamed.

* * *

A REPORT from Philadelphia tells of the amalgamation of five different units of chain stores aggregating 1,225 stores. It is claimed by those behind this immense merger that it will materially curtail the cost of living. Possibly it may but the strong probability is that the decrease will not be noted by the customers of the store. The mail order house according to its advocates has the same benificent effect. The people may be deceived into believing it but the merchant knows better.

THOSE PROFITLESS INVESTIGATIONS

PROF. MELVIN T. COPELAND of the Harvard University staff, and a member of the Massachusetts State Commission on the question of food costs, speaking at a recent gathering stated that a good deal of the reason for the high cost of living was due to individual indifference, selfishness, and a disregard of the common interests of others. After defending the cold storage warehouses as agencies that tended to stabilize prices rather than to enhance them. Prof. Copeland stated that great injustice has been done in the attack upon retail grocers. Such stores have not been unusually profitable during the past year. The average grocer does not make an undue profit from his business in normal years, and many have made no profit even in this period of high prices.

In general, he continues there has been too much effort during the past six months to pin the blame on the other fellow. A deal of the responsibility lies with us.

Here we have another investigator candidly admitting that the investigations have proved nothing. Nothing that the veriest child did not know without the need of a costly commission to tell them, that the abnormal conditions of the world war, and the gen-

eral world shortage of production had induced a condition that must enhance prices. We are all responsible in a measure as Professor Coleman says, we are all so eager to pass the blame on to some other fellow.

THE APPEAL FOR THRIFT

THE necessity for the Dominion Government to exercise control over the food supply is shown in connection with Sir George Foster's appeal to keep the abundant food supply of Canada stored, in order that the Mother Country may be assured of supplies. While Canadians are quite willing to practice self-denial for that purpose, they want to be assured that food withheld from them is really kept to feed the people of the United Kingdom and not merely held for a rise. Much perishable food has been kept till it spoiled, and so was no good either to people of the United Kingdom or ourselves. If the British authorities cannot afford shipping space for our apples and potatoes, it is contended that Canadians should eat them rather than let them spoil.

NEW DIRECTOR OF ENGLAND'S FOOD SUPPLY

JOHN W. DENNIS, president of the firm of Dennis, Kimball & Pope, and director of W. Dennis & Sons, Ltd., largest growers and handlers of potatoes in the United Kingdom has been appointed, without pay, to the position of director of the section of the Ministry of Food dealing with potatoes, vegetables and fruit in Great Britain. His appointment by Lord Davenport, is said to have followed the demand of a leading London daily paper for some recognized authority to be put in charge of the whole potato question.

Mr. Dennis is well known on this continent and through his annual visits is known personally to most of the leading apple shippers on this side of the Atlantic. In England he is recognized as one of the greatest potato experts and has already rendered valuable service to the Food Controller.

THE NEW WAR CONDITION AND CANADA'S TRADE

IN OUR last issue we outlined some opinions regarding the probable effect of the entrance into the war of America, on Canadian Trade. Judgments on such matters as these can at best, of course, be only guesswork, but it is guesswork backed by a solid basis of probability and consequently has its value.

Since that article was written, wheat has steadily risen, and at this writing shows no tendency toward any decline. This will mean that flour will also in all probability increase in price. That is one result.

A Havana report of the 9th inst. states that Cuba has declared war on Germany. That fact is probably not greatly alarming the Teutonic War Lords, yet it may very well have its effect on trade conditions. There has been recently a very serious uprising in that republic that has had its effect on sugar, and this latest step of the little Republic may still further complicate matters.

Last but not least, the great coffee state of Brazil, is, if reports can be credited, on the verge of throwing in her lot with the Allies. Thus taking sides against the second greatest coffee consuming countries of the world. This also may have its effect on the Coffee situation. Whatever the effect of these world changes may be, they will unquestionably redound to Canada's profit in the days that follow the war.

NOVA SCOTIA'S APPLE CROP SOLD IN ENGLAND DESPITE EMBARGO

DESPITE the British Embargo on the import of apples, the bulk of the surplus stock of that Province has been successfully marketed, and at very satisfactory figures. At the time the embargo was imposed there were some 50,000 barrels that had been intended for export for Britain. It was discovered that the tonnage was available for handling this immense supply, and Sir Robert Borden, then in England, arranged that the fruit would be received. In this way 50,000 barrels of apples that might have been an almost total loss were sold at prices ranging from $8.00 to $12.00 per barrel. This goes to show that the British Government is endeavoring to make this embargo as little irksome as possible.

MAIL ORDER ADVERTISING EXCLUDED

ONE of the strongest body blows that the Mail Order principle has received, has just been delivered by the Butterick Publishing Company. They announce that they have closed the columns of *The Delineator* to mail order advertising. "This policy will be rigidly enforced in the future."

This action followed closely upon a protest lodged by the Pattern Commitee of the National Retail Dry Goods Association of the United States against the acceptance of mail order advertising by the fashion papers issued by the pattern companies on the ground that much of this was untruthful or at least exaggerated and held up the retail trade in a manner that was utterly unfair. The reply of the Butterick Company was not unfavorable, although it was stated that the loss would amount to over $250,000 a year, now received from the advertising.

Other magazines of national circulation may be persuaded to follow suit and some of the effectiveness of M.O.H. advertising be wiped out.

One of the most patent of the evils in Canada is the method by which the benefits of the cheap 20-mill zone rate is retained by the big Mail Order Houses by sending carloads of their catalogues by freight or express and dumping them into the local offices for local distribution. This legal evasion of the Parcels Post Act ought to be rendered illegal, for it is clearly against the spirit of that legislation.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

Cramotte and Campbell, grocers, of North Sydney, suffered loss from fire which caused a total loss of $20,000.

Most of the grocery stores in St. John were closed on Good Friday. Those who did not open on Friday kept open on Thursday evening to accommodate customers.

Laundry soaps, which remained stationary for longer than most other commodities, have advanced to $5 a box, wholesale. This will mean an increase of one cent a cake on retail prices.

Fish continued scarce and high priced throughout the Lenten season. Poor fishing weather has continued to hamper the fishermen and catches have been poor. Fresh fish prices, wholesale, are now as follows: Cod, per lb., 7 to 8c; halibut, per lb., 16 to 20c; haddock, per lb., 7 to 8c; gaspereaux, per 100, $2.25; herring, per 100, $1.50 to $2.

Grocers and provision merchants in St. John report the pre-Easter business as eminently satisfactory in point of demand, the chief drawback being the difficulty in securing goods in many lines to meet the demand. Eggs, always an important feature at Easter, are retailing at 38 to 40 cents, a record price for the occasion, partly due to the early date on which Easter arrived.

One of the reasons given for the general increase in many lines this week was the entry of the United States into the war. Among the articles immediately showing the effects of the announcement were flour, beef, pork, peas, cornmeal, oats, and cereal foods, lard and other pork products. Jobbers regard this more as a temporary flurry than as a permanent result.

Hon. E. A. Smith, of Shediac, who is the proprietor of a large general business, is the only representative of the grocery business in the newly formed Cabinet of the New Brunswick Government. He becomes Minister of Lands and Mines, one of the most important departments. The new Government also includes one wholesale dry goods man, one hardware merchant, one insurance agent, one farmer, one physician, and three lawyers.

Meat dealers in St. John made a heavy advance in retail beef prices on April 1, the increases averaging about five cents per pound. The new scale is as follows: Loin steak, 35 cents; loin roasts, 32c; rib roasts, 30c; round steak, 30c; blade roasts, 20c-25c; Dutch tops, 24c; rump roast, 22c-24c; shoulder pot roasts, 20c; stewing beef, 18c to 20c; flank beef, 15c; soup and shank, 8c to 12c; fresh plate beef, 20c; corned plate beef, 20c. Other meat lines also have advanced.

Quebec

Antoine Cousins, of Farnham, Que., general store, has dissolved.

Dan Dupuis, of Thurso, Que., has sold his stock to Wm. Thomson & Sons.

Whitehead & Turner, wholesale grocers, of Quebec City, have dissolved.

M. Pellerin, merchant, St. Agathe, was a visitor to Montreal this week on business.

Mr. Stokes, president of the Canning Holding Company, visited friends in Montreal this week.

From Mont Rolland, Quebec, M. Morette, merchant, paid a business visit this week to Montreal.

J. E. Hunsicker, grain and flour merchant, Montreal, is spending a short holiday at Waterbury, Vt., U.S.A.

Bon Secours Market, Montreal, was visited this week by M. Ricord and M. Belland, merchants, of Three Rivers, Que.

C. Ritz, Montreal manager for the Robin Hood Milling Co., spent a brief Easter holiday at his home town, Mitchell, Ont.

The Montreal and District Agency for the Ralston Wheat Foods and Purina Products has been given to H. D. Marshall, broker, under direction of his local manager, J. L. Freeman.

C. A. Laird, of the Dominion Canners' staff, has arrived from Simcoe, Ont., to spend some time in Montreal and district, where he will be calling on friends in the grocery and provision trade.

C. P. Plamondon of Kearney Bros., Tea Merchants, Montreal, with charge of the Quebec territory down to Gaspe, spent his semi-annual visit to headquarters during the past week.

Alderman Joseph Ward and Mr. T. Ward, of the Joseph Ward Co., Montreal, are this week visiting Cornwall, Ont., on an important legal matter, in which a claim of nearly $10,000 for non-fulfilment of a canning contract is involved.

C. B. Hart, broker, Montreal, has returned from a business visit to New York. He was there when the United States declared war on Germany. This time New York acted with grim determination rather than making an excitement of the occasion.

J. A. Paulhus of the D. Hatton Co., and Publicity Secretary for the Canadian Fisheries Association has been invited to address the Chambre De Commerce of Montreal on the Fishing Industry.

Leopold L'Averdure, son of G. B. L'Averdure, fruit and vegetable merchant, Bon Secours Market, Montreal, is to be married in a fortnight, the bride to be being Miss Kathleen Young. Betrothal congratulations are being given merrily by many friends in market circles.

W. H. Halford, Montreal and district manager for the Furuya Nishimura Co., Importers of Japan teas, has returned from Manitoba where he spent a business week or so. He reports very satisfactory business there as import orders for Japan tea have been increased at all points.

C. B. Hart, Broker, Montreal was a business visitor to New York, last week and this week leaving Montreal Friday, and returning Wednesday. He was accompanied by R. G. Lind, Broker, Toronto, who has been visiting Montreal on business.

Newly appointed to represent Chase and Sanborn of Montreal in the Moose-Jaw and adjacent territory for the sale of coffee, H. H. Dorset formerly of Weyburn, Sask., is this week taking over his new field. He spent some time in Montreal last week to familiarize himself himself with headquarters routine.

On the 18th of April, Mr. J. A. Paulhus, of the D. Hatton Co., Montreal, and Publicity Secretary of the Canadian Fisheries Association, will address the Chambre de Commerce, Montreal, on the "History and the Importance of Canada's Fisheries." An enthusiast on his subject matter, and widely and well-informed, Mr. Paulhus will contribute information of value at the present food supply crisis.

Sympathy of a wide circle of acquaintances and friends in the business districts of Montreal is extended to J. E. Hawkins of the D. Hatton Co., on the confirmation of the worst news regarding his son Lt. Percy J. Hawkins of the C.E.F. reported missing in the early part of the month of March. Personal investigation of the facts by Lt. Hawkins' brother Harold who is also with the forces resulted in the discovery that the young soldier was undoubtedly slain in action between trenches. For several years he was on the staff of the D. Hatton Co., and made many friends. He was a noted young athlete, and an oarsman whose skill had won him many distinctions. His death is deplored by many in athletic as well as business circles of Montreal.

That Montreal business men appreciate the fact that Montreal can lay claim to one of the world's two women experts in a very skilled department of wholesale business is proved by the fact that several gallant champions of Miss M.

McGuigan's cause in the world of commerce came swiftly forth to point out that not only is Miss McGuigan an expert buyer of spices but she is also high amongst the recognised experts in the art of tea buying. On the fact that Miss McGuigan is an experienced tea buyer, rather than a spice buyer, emphasis ought to be laid, for it is distinctly remarkable that the special gifts of women should be so rarely devoted to this skilled calling in which they find splendid scope, and Montreal, through Miss McGuigan, of Kearney Bros., shares the honors with San Francisco.

Montreal features this week as the despatching end of an unusual and important large scale commercial transaction by parcel post. Owing to the closing of the usual trade routes from Britain to Russia for naval purposes, a considerable consignment of green coffee ordered by a Petrograd firm was despatched from the warehouses of Chase and Sanborn in over 600 separate parcels, each coming within the postal regulation weight of 11 pounds. The consignment is routed across Canada, and to Petrograd via Vancouver, and a port on the other side of the Pacific, probably Vladivostock. This is probably one of the largest single consignment by parcels post ever mailed. The original order called for three tons of coffee. Incidentally also, a number of parcels of cocoa accompanied the consignment. The cocoa was mailed from the Cowan Company of Toronto to the same address in Petrograd.

Ontario

M. L. Smith, grocer, of Cornwall, is dead.

W. M. Curle, grocer, of Toronto, has sold out.

Proctor & Campbell, of Sarnia, have dissolved.

N. Ballard, of Toronto, has sold to L. C. Vincent.

F. W. Ross, of Blenheim, has sold to C. E. Clemens.

G. C. Hoshal, of Cayuga, has sold to R. C. Hoshal.

W. C. Bedard, of Pt. Edward, has sold to Hurley Bros.

N. McCrimmon, of Toronto, has sold out to Agnes Ryan.

W. J. Milligan, of Hamilton, has sold to Mrs. R. Ertman.

J. L. Page, of Ottawa, has been succeeded by B. Morris.

Vair Grocery Co., of Barrie, has been sold to T. B. Crothers.

Loney & Co., of North Bay, have moved their store to the Purvis Block.

Lorenzo Benglet of Benglet Bros. general store at McGregor, Ont., is dead.

A new grocery store was opened at Elmira, Ont., on March 17, by Albert Gents.

J. E. Adams, wholesale grocer of Lindsay, was in Toronto recently on a business trip.

Kent Farmers' Produce Company, Ltd., of Blenheim and Ridgetown, is leasing larger premises.

F. C. Harp a Brantford grocer was elected Alderman in ward three, left vacant by the resignation of W. A. Hollingshead.

Wesley Musselman, manager of the Metcalf Grocery Company, of Preston, has purchased the Sutton Grocery, and is entering business for himself.

John G. Reid, Toronto representative of the Atlantic Sugar Refining Company, is spending a few days in Montreal and will return the first of next week.

Robert F. Bevan, of Bevan & Co., of Malaga, Spain, exporters of raisins and almonds, was in Toronto during the week on his yearly business trip to Canada.

In a recent issue there appeared an item dealing with some reported changes in the management of Mrs. D. E. Munro's general store, Auburn, Ont. The information contained in this item was incorrect. The store is still doing business under the old name of D. E. Munro, with no change in view at present.

Western Provinces

D. O. Pakulak, of Sturgis, Sask., has discontinued.

S. Portsmouth, of Tugaske, Sask., has discontinued.

J. E. Mitchell, of Killarney, Man., was burnt out.

Vincent Galucci, of Saskatoon, Sask., was burnt out.

W. A. McKnight, of Killarney, Man., suffered fire loss.

Frank Galucci, of Saskatoon, grocer, sustained fire loss.

Fire destroyed the McKnight grocery at Killarney, Man.

Carl Beny, of Irvine, Alta., has sold out his general store.

Hopkins Trading Co., of Elk Point, Alta., has been sold.

F. Welch of Elfros, Sask., general store, is selling out.

A. J. Wetmiller, of Latham, Alta., general store, has sold out.

K. Lukacsffy, Domremy, Sask., has sold out his general store.

The Echo Milling Company, of Gladstone, Man., was burnt out.

Sam Mason, of Theodore, Sask., has sold out his general store.

A. Geddes, of Rossington, Alta., is succeeded by W. R. Tennant.

Hodgson Trading Co., of Hodgson, Man., has dissolved partnership.

The Robert Gillespie Co., Maltese Cross Bldg., Winnipeg, have appointed Little Bros., 54 Powell street, Vancouver, their representatives for British Columbia.

Thousands of bushels of grain are said to be rotting in open bins on the prairie, owing to the shortage of cars and the inability of the Government elevator to provide the storage room required. The C.N.R. may place an embargo on grain shipments to Saskatoon.

CANNERS FINANCE HARVARD INVESTIGATION OF FOOD POISONING

Proof that the canners of the National Canners' Association still believe that money spent in creating public confidence in their products is profitably invested, is contained in the announcement that the Association is to give $20,000 a year for three years to Harvard University for an investigation of food poisoning. It has long been recognized that many questions relating to the canning and preservation of food and food products, of great importance to the health of the community, need further investigation and solution; and prominent among these is that of food poisoning. In the absence of such knowledge many cases of illness have been attributed to food poisoning that have been occasioned by entirely different cause. With a view to supplying this deficiency, an investigation has been organized by the National Research Council, and the work entrusted to Prof. M. J. Rosenau of Harvard. The National Research Council, acting under the advices of Dr. Wm H. Welch, President of the National Academy of Sciences, has named the following Advisory Commission to have supervisory charge of the investigation, Professors J. J. Abel, John Hopkins University; Reid Hunt, Harvard; R. O. Jordan, Chicago University; Lafayette B. Mendel, Yale; Frederick G. Hovy, Michigan University; Eugene Opie, Washington University, and H. Gideon Wells, Chicago University.

The research work to be undertaken is in order to correct medical literature which gives erroneous impression regarding canned goods. The action of the Canners' Association proves that it pays to convince the consumer of an article's safety and uniformity, and in the present age a campaign of publicity for a food product may be taken as proof of the former's overhead expenses.

TO PROHIBIT SHORT-WEIGHT BREAD

Considerable interest is being displayed in connection with the amendments to the Bread Sales Act now before the Ontario Provincial Legislature. The fine of $5 for infractions of the Act will be raised to from $10 to $50 for the first offence and from $50 to $200 for the second offence. Members of the Provincial Police Force are constituted inspectors, and will have the power to convict a bread manufacturer if he finds five loaves short in weight. It is expected the new provisions will result in more uniform prices for bread, as the bakers will be compelled to make standard-weight loaves and the cut-priced bread will practically disappear from the market.

FURTHER OPINIONS REGARDING EFFECT OF U. S. ACTION ON PRICES

Zephirin Hebert, President Board of Trade; President Hudon Hebert et Cie.—"There is no doubt that the entrance of the United States into the war actively will create something of an upset in the States, and the general effects of this are bound to find their way over to this side, making business still more difficult. It will mean further complications in many ways, but until the situation takes more definite shape only a general opinion is possible."

Armand Chaput, of L. Chaput, Fils et Cie.—"Let us leave the question in abeyance for a time until the situation has developed, and people have had time to appreciate better what it may mean. At present all that can be anticipated is that the United States engagement in the war will possibly retard shipments, and have the effect of increasing embargoes, especially on footstuffs of various kinds useful to the American civil and military strength. They will serve themselves first, of course, in all articles of commerce. That is beyond question."

Mr. Sadler, Canada Starch Co. (Edwardsburg).—"Increased transportation difficulties are almost bound to result from the entry of the United States into the war, and other difficulties also no doubt, but it is scarcely possible to venture any definite opinion so early."

Mr. McNally, St. Lawrence Sugar.—"We have really not had time to consider the effect of United States action in the war upon the sugar industry in Canada. There may of course be shipping curtailments, increase of marine insurance, and other complications, but it is too early yet to venture any definite opinion."

RAILWAY COMMISSION FAVORS MILLERS

A decision favoring the millers has been given by the Railway Commission, in the matter of minimum weights for carloads of grain. As a result of the complaint of the Dominion millers and Toronto Board of Trade, judgment was issued allowing increased minimums on grain and grain products, except flour, in 60,000 and 70,000 pounds capacity cars, for which minimum of 45,000 pounds is allowed. Grain minimums may be effective April 2, but new minimums on flour and products must be postponed until schedule amending flour is published

WEST COULD HAVE SAVED $100,000,000

Prof. W. F. Osborne, of the Manitoba University, recently addressed 350 members of the Retail Merchants' Association in Winnipeg, on the subject, "The Man of the Hour." Prof. Osborne pointed out the necessity of the university of to-day taking its proper place in the world, and applying science to everyday living and the basing of trade conditions on scientific lines. He declared that $100,000,000 could have been saved to the West last year if properly trained scientists had been employed to deal with the rust problem.



A group of salesmen present at the convention of the Donald H. Bain, Winnipeg, which was reported several weeks ago.

PROSPECTS FOR EARLY VEGETABLES

(Continued from page 24.)

owing to the planting of some seed after the frost of Feb. 5. Peas are growing nicely, but suffered severely from the frost of March 4-6. Acreage is much larger than usual, but reduced yield will make shipments about same as last year. Beans have nearly all been planted, and the acreage is about the same as last year. Carrots and beets will be about the usual crop and will come in about the middle of May. Strawberries in Mississippi and Louisiana are in splendid condition. Five cars were shipped from Louisiana district recently.

ALABAMA.—From the Foley, Summerdale, Loxley, and Bay Minette sections, some reports of a slight decrease in the Irish potato crop. In some localities the crop is about normal, but the general production will fall slightly below that of last year. In cucumbers, however, in which this section excels, there will be a considerable increase over last year. The same conditions will prevail in the matter of sweet potatoes.

DELAY NEW FREIGHT TARIFF IN THE WEST

In reply to a communication from the Calgary Board of Trade requesting that the railway commission disallow the introduction of the recently announced increase in freight rates until a chance is given for closer examination, that organization has received word from the chairman of the commission stating that the Railway Board has requested the suspension by the railways of the new rates on Western lines until further notice. As the request of the Railway Board is law with the transportation companies, the proposed rates will not apply in Western Canada until a chance is given business men to voice their objection, if they have such opinion.

IMMENSE MERGER OF GROCERY INTERESTS IN U. S.

The largest retail food distributing agency in the history of the world, according to the Philadelphia North American, has been completed in Philadelphia under the name of the American Stores Company.

The new corporation includes all five grocery chains in Philadelphia, and the capitalization is to be $3,000,000. The five systems merged have 1,223 retail stores in operation, catering to more than 1,000,000 customers, and have an aggregate annual business of nearly $50,000,000. The interests at the back of the huge merger claim to see in it an effective step in combating the rising cost of living.

GOVERNMENT AIDING FISH INDUSTRY

The increasing cost of living is bringing about a change in sentiment which favors the exploitation of sea foods not previously used. The United States Bureau of Fisheries has issued a little book of recipes showing the food value of the black sable, or better known as the black cod, whose food value is said to be among the best and richest of sea food fishes. Government officials in thus educating the public to make use of the foods nature has abundantly provided, are doing a most important work.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

TWO notable advances in grocery lines during the week were an increase of 45c per hundred in the price of sugar and 70c per barrel on flour. The high price of wheat caused flour to go to higher levels, and wheat prices in turn were given an upward impetus largely through confirmation by the Department of Agriculture of the United States that the winter wheat of that country had fared badly. Some of the firmness can be attributed to the fact that the United States is at war and that she will be in the market for supplies for her troops. Higher prices for sugar have been anticipated in view of the revision downward by experts of the amount of sugar that will be available from Cuba this year. In meats of all kinds there has been a firmer tendency all along the line. Canned meats have also been advanced in price, these increases being attributable to the fact that the United States is at war and has caused a heavier demand for meats of all kinds. Lard and compound are also quoted higher in sympathy with meats. Peanut butter, olives, soap, sweet and soda biscuits, succotash, spinach are other lines in which there have been advances. Potatoes are in firmer market. Pineapples are easier and will no doubt go to lower levels between now and the time when the season is at its best in the latter part of May and June.

There is a further tendency towards firmness in the canned goods market. Present indications point to a serious shortage of cans for next season's pack of canned vegetables. From the United States comes the news that only 4 billion cans are in sight, while 7½ billion cans are required.

QUEBEC MARKETS

MONTREAL, April 10.—Flour seems to have set the pace in market firmness this week, but sugar is not behind in the race upwards. Hog products too, show serious firmness, and tea is in the ranks of the ambitious amongst merchandise lines in the grocery trade. Eggs alone of the articles of exceeding importance as food, show the benevolent aspect of price reductions. Almost every other line of food stuffs this week shows some tendency towards higher prices. Corn syrups and starches are up, the starches having advanced half a cent a pound again this week. Canned goods are firmer in tone, and dried fruits also. Beans are no more plentiful or easier in price. Amongst imported lines advanced this week is mustard up two cents a pound to 61 and 62 cents for quarter lb. tins. The outlook for cans in the United States is towards a considerable shortage of these and the materials for them therefore canned goods may again rule very high in price for new season's pack.

Sugar Market Is Very Much Firmer

SUGAR.—From a condition of firmness with advances, and further advances anticipated the sugar market has developed acute firmness with rapid advances. On April 5 a twenty cent advance went into effect, and on April 9 at 5 p.m. a further twenty-five cent advance was made effective. This brings the basis price for extra granulated up to $8.25 per hundred pounds, and $8.30 in the city of Montreal. The reason for the advances is the recently discovered shortage of sugar output in Cuba. It is anticipated now that barely the amount produced last year will be realised, and this may yet be corrected down to below last year's output. Damage to standing cane by revolutionaries is suspected if not actually reported. There is further said to be an actual local shortage of sugar, and plentiful supplies of raws are required by the refiners to replenish stocks. Altogether the sugar situation is one of great market firmness at present, and while a buying rush is the last thing the refiners are inviting even at present price standards retailers are looking to their supplies in case of further advances.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	8 25
Acadia Sugar Refinery, extra granulated	8 25
Wallaceburgh sugar	8 25
Special icing, barrels	8 25
Yellow, No. 1	7 85
Powdered, barrels	8 35
Paris lumps, barrels	8 85
Crystal diamonds, barrels	8 85
Assorted tea cubes, boxes	8 85

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Show Further Firmness

Montreal

CANNED GOODS.—The tendency to firmness detected in the canned goods market for a little time back has taken the form of certain price advances on the part of one or two wholesalers, but not as yet generally throughout the market. Canadian canned meats are about ten per cent. higher in price in one quarter, and five cents advance is recorded as regards pink salmon and chums. Pinks are now quoted up to $1.80 per dozen, and chums at $1.35 a dozen. Cohoes are at $10.50 a case for both full size and halves. Canned corn shows a firm tone, and one firm has advanced 2's to $1.75 a dozen. The outlook for new season's canned goods is very much to firmness. From the U.S.A. comes news that only four billion cans are in sight while seven and a half billions are required. This will affect the Canadian market as far as the cans are concerned increasing price. Estimates as far as they go now are that the advances on opening prices of former experience which took place last season will be reached and perhaps surpassed this year. But it is early yet for opinions. Labor shortage and can shortage are however the factors likely to cause advances.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 80
Cohoes, 1 lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 10
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 3s	1 85	2 15
Tomatoes, 2½s	....	1 90
Tomatoes, 2s	....	1 50
Peas, standards	1 25	1 50
Corn, 2s, doz.	1 60	1 75
Corn (on cob, gallon cans), doz.	....	8 50
Red raspberries, 2s	....	1 75
Red cherries, 2s	....	1 85
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Apples (gallon)	3 25	3 50

Evaporated Apples And Prunes Firmer

Montreal

DRIED FRUITS.—Evaporated apples which have been firm for a good while back, are advancing again, and half a cent a pound additional is being asked by large wholesale houses in Montreal. The market looks towards further firmness, but demand is not setting in over strong at present. Prunes are also advancing, and quotations this week are

shorn of their former low level Prunes are on the market by wholesalers at higher prices by half a cent a pound than the prices quoted which are, however, still available. Dates are in firm market, and may advance owing to the troubles in the sources of supply, and also to ship shortages. Quotations are to hand in Montreal for United States candied peels. These according to a wholesaler well qualified to judge of the matter would mean that citron peel could not be sold at less than from 30-32 cents a pound, orange from 26-27 cents, and lemon 22-23 cents for the American product. The whole market for dried fruits is exceptionally firm as regards securing supplies for future needs, but demand is not unusually strong just at present.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25 lb. boxes	....	0 12½
Apples, choice winter, 50-lb. boxes	....	0 12½
Apricots (old crop)	0 18	0 19
Slabs	....	0 19
Choice, 25's, faced, new crop	....	0 22
Nectarines, choice	....	0 11⅛
Peaches, choice	0 11½	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 21
Filiatras, packages, new	0 20	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	0 12½
Fards, choicest	....	0 13⅛
Hallowee (loose)	....	0 11
Excelsior	....	0 10
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat	....	2 40
Prunes, California—		
30 to 40, in 25 lb. boxes, faced	....	0 13½
40 to 50, in 25 lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	....	0 11½
90 to 100, in 25-lb. boxes, faced	....	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels (loose), 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11½
Valencias, 4-crown layers	....	0 11

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Corn and Cane Syrups Advanced

Montreal

MOLASSES AND SYRUPS.—That molasses will be quoted higher before very long in spite of the fact that new crop is now coming in, is the view of the best opinions on the market at present. The reason is of course the condition of the sugar market. "In the terse word of a well known wholesaler "Everything sweet is up" these days. Corn syrups have advanced half a cent a pound for bulk, and 25 cents a case for tins. This advance is directly due to the exceptionally firm market for corn, and difficulty of getting supplies. Cane syrups advanced also this week by twenty-five cents a 100 lbs. for the syrup in bulk in barrels though the case price for 2 lb. tins was not advanced. To add to the tale of firm priced syrups maple syrup new crop comes on the market at very firm quotations as high as $1.40 per Imperial gallon having been charged in the country, and some opinions even inclining to expect $1.50 per gallon country price should the crop be short.

	Prices for Fancy,	Choice, Island of Montreal.
Barbadoes Molasses—		
Puncheons	0 67	0 62
Barrels	0 70	0 64
Half barrels	0 72	0 67

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups -	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 70
2 lb. tins, 2 doz. in case, case	4 10
5 lb. tins, 1 doz. in case, case	4 30
10 lb. tins, ½ doz. in case, case	4 20
20 lb. tins, ¼ doz. in case, case	4 15
Barrels, about 700 lbs.	0 05½
Half barrels, about 350 lbs.	0 05¾
Quarter barrels, about 175 lbs.	0 06
2 gallon wooden pails, 25 lbs. each, per pail	2 02½
3 gallon wooden pails, 38½ lbs. each, per pail	2 79¼
5 gallon wooden pails, 65 lbs. each, per pail	4 32½
Lily White—	
2 lb. tins, 2 doz. in case, per case	4 60
5 lb. tins, 1 doz. in case, per case	4 80
10 lb. tins, ½ doz. in case, per case	4 770
20 lb. tins, ¼ doz. in case, per case	4 65

Nut Markets All To The Firm Side

Montreal

NUTS.—In every department of the nut market there is firmness. Importation of nuts will be much hampered by the restrictions imposed on shipping due to shortage of cargo space. Prices have however, shown no changes for the current week. Peanuts, amongst the lowest priced of all the nut family in past experience, are becoming aristocratic in tendency, and seem inclined to soar to limits of luxury. Recent opening prices for Japanese peanuts show the tendency. They are much higher to the jobber than previously, and subject also to the extreme uncertainty affecting shipments by sea, the Pacific Ocean being now almost as troubled in this respect as the Atlantic. There is every reason to expect firm nut prices for a good while yet in the opinion of those in touch with markets locally and with importation conditions.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Brazil nuts (1916 crop), per lb.	0 20	0 23
Filberts (Sicily), per lb.	0 16	0 19
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	0 10½	0 11
Peanuts (Jumbo), per lb.	0 13½	0 14½
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	0 70	0 75
Walnuts (Grenoble)	....	0 16
Walnuts (shelled)	0 45	0 48
Walnuts (Marbot), in bags	0 13	0 16
Walnuts (California No. 1.	....	0 24

Room For Many More Bushels of Beans

Montreal

BEANS.—Pronouncedly high prices, market outlook characterise the situation still as regards beans. If demand were more active the scarcity would amount almost to a famine condition. But high prices are holding demand back a little. Efforts to meet the shortage of good white Canadian beans are always being made though the imported varieties require considerable introduction to some sections of the market. The quality of the South American beans recently introduced is reported to be very good, but in some markets there is a prejudice against the pink or purple color in beans, and the call is always stronger for white Canadian beans, however clean and perfect may be the imported varieties.

Beans—		
Canadian 3-lb. pickers, per bushel	8 10	8 40
Canadian 5-lb. pickers	7 50	8 10
Yellow Eyes	7 75	7 95
Lima, per lb.	....	0 18
South American	....	6 70
Peas, white soup, per bushel	3 75	3 90
Peas, split, new crop, per bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	5 00	5 75
Barley, pearl, per bag 98 lbs.	6 25	6 50

Rice Market Is Exceedingly Firm

Montreal

RICE AND TAPIOCA.—Beyond the market factor previously noted in Toronto reports that one of the large rice milling firms in Canada (The West) has repudiated fifteen per cent. of contracts on acount of the shortage of ships to carry importations of rice, the market locally is un-marked by any special circumstance of note. Demand for rice is reported normal but not active. Yet there is much firmness in the market, and it would surprise no one in touch with matters to find prices again on the up trend in view of the general mercantile situation at present. For the time being however, no alterations in price have been recorded in Montreal. Tapioca is similarly firm in market, and importations will not be very bountiful at best.

Rangoon rice, per 100 lbs.	4 55	4 60
"Texas" Carolina per 100 lbs.	....	7 40
Real Carolina, per 100 lbs.	8 15	8 65
Patna (fancy)	....	7 65
Patna (good)	4 65	6 65
Siam, No. 2	....	4 65
Siam (fancy)	....	5 90
Tapioca, per lb.	0 11½	0 12

A Slight Firmness In Soluble Cocoas

Montreal

COCOA.—Demand for cocoas and the cocoa and chocolate products, including confections, keeps up very well indeed, according to reports, although the seasonable dwindling of cocoa sales may be expected before long now. Apparently the effect of the United States entering the war actively has not so far disconcerted the cocoa market, though firm prices have been prevailing for cocoa butter—that important product which is an important market item in Holland and London, and upon which cocoa market conditions are usually based. There was this week a slight advance in the soluble cocoas, that is, the sweetened bulk cocoa powders, the least expensive lines of cocoa products. This is partly due to sugar market conditions. The advance is not sufficient to alter quotations below.

Cocoa—		
1 lb. tins, per doz.	....	4 80
½ lb. tins, per doz.	....	2 40
¼ lb. tins, per doz.	....	1 25
"10-cent" tins, per doz.	....	0 90
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

Coffee Market Is Quite Unperturbed

Montreal—

COFFEE.—That practically nothing but a re-opening of the great Austrian and German consuming markets for coffee can have any tremendously firming effect on this very dull and unmoved market, is the view of the best authorities at present. Even news of raiders on the American side of the Atlantic; even the screaming of the American Eagle, does not disturb the fragrant coffee market. Containers may cost more, when they are made of metal, if the United States undertakes much huger munition making than formerly, but this is a supposition only. There is so far as this week goes, no definite news of any advance in cost of coffee containers. There's plenty of coffee for all who can or care to buy it outside of Austria and Germany, and their steel-ringed lands, and easy market conditions for buyers.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Black Teas Are Firmer Than Ever

Montreal

TEA.—That there is still more serious firmness ahead of the market for tea is the pronounced opinion of merchants in Montreal this week. Prices for the usual lines quoted as an index of market conditions in this column week by week, are this week again shaded up because teas of the fair market quality represented by these quotations can no longer be secured at the former prices mentioned. Stocks dwindle in hands of wholesale tea dealers, and new supplies are not even known of. What losses of cargoes have been recently suffered are not divulged, and what may be ahead of tea due to U. S. action in the war is not determined very clearly. Here is a fact, however: A leading firm of tea dealers ordered a long time ago 400 chests of tea from a firm of importers in Britain, to be shipped from this firm's own plantations. Last week-end the shipment was on the way to Montreal by rail. While the goods were still rolling to their destination, the Montreal firm received a wire asking for a price on the whole consignment. They could not sell it, for half of it was already sold. But they sold the other 200 chests, their price, 44 cents per pound, being accepted on the dot. They discovered then that they had sold the last 200 chests of this particular consignment back to the original vendors and growers of the tea, and as a matter of fact at a very much enhanced price over the price originally paid for the tea. That this most certainly has a bearing on the market situation for black teas can readily be gathered, and it means firm conditions without a doubt.

Pekkoe, Souchongs, per lb.	0 40	0 43
Pekoes, per lb.	0 45	0 48
Orange Pekoes	0 47	0 49

Spice Market Is Steadily Firm

Montreal

SPICES.—Of the local situation as regards prices, the main comment is simply that matters are normal — in the sense of all that the word normal can mean in the present times of crisis. There have been no changes since last week in prices locally, or in spice market conditions. Beyond exceptionally busy times for the spice grinders and wholesalers in this line, conditions are not noticeably affected. The retail trade is probably wisely securing stocks to meet requirements in spice lines since there never was greater uncertainly in world markets than seems to prevail as regards spices. Large arrivals of pepper via the Pacific have been swallowed up quickly by demand, and the account of each and every spice product in primary market or a "spot" in New York is all towards probable increases in cost, and probably shortage of supply. Recent military events in the States have apparently simply intensified already well recognized conditions.

	5 and 10-lb. boxes.	pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 37	—0 37
Cayenne pepper	—0 28	—....	—0 36
Cloves	0 32—0 35	—0 90	—0 39
Cream tartar—50c to 55c.			
Ginger (pure)	—0 20	—....	—....
Ginger, Cochin	—0 25	—....	—0 31
Ginger, Jamaica	0 30—0 35	—1 15	—0 40
Mace	—0 80	—....	—1 00
Nutmegs	0 40—0 60	—0 45	—0 80
Peppers, black	—0 30	0 87—0 95	—0 38
Peppers, white	—0 37	1 17—1 22	—0 40
Pastry spice	—0 25	0 25—1 20	—0 29
Pickling spice	—0 25	—....	—....
Turmeric	0 21—0 23	—....	—....
Lower prices for pails, boxes or bailers when delivery can be secured.			
Cardamom seed, per lb., bulk		2 00	2 50
Carraway, Dutch (nominal)		....	0 60
Cinnamon, China, lb.		0 18	0 25
Mustard seed, bulk		....	0 25
Celery seed, bulk		0 36	0 46
Shredded cocoanut, in pails		0 21	0 23
Cinnamon, per lb., 35c.			
Pimento, whole		....	12-15

Tomatoes Very Scarce; New Cabbage Also

Montreal

FRUIT AND VEGETABLES.—The very marked scarcity of tomatoes is undoubtedly quite a feature of the fruit and vegetable market this week. It has been hardly possible to obtain any tomatoes at all lately in Montreal. Wholesalers succeeded in getting a few crates in to sell at from $8 to $9 per crate, but the general opinion is that increased New York demand accounts for a pronounced shortage locally, and that there is a production shortage behind the influence of the New York market. Red onions have again advanced, and the shortage of these is acute. Spanish onions have, however, dropped a shade in price. Parsnips show a slight increase for better quality goods, and carrots a similar tendency. U. S. Brussels sprouts are shaded down to 35 cents a quart. There has been a sharp advance in new cabbage to $6 a hamper, but U. S. beans, both green and wax, are down to $5 a basket. Lemons are up to $4 and $4.50 a box. Oranges, apples, and bananas maintain their market as last week.

Bananas (fancy large), bunch	2 75	3 50
Oranges, Navels, per box	4 00	4 25
Oranges (Floridas)	....	5 50
Grape Fruit	3 00	3 25
Lemons	4 00	4 25
Apples—	**No. 1**	**No. 2**
Spies	8 50	7 50
Baldwins	7 00	6 50
Kings	6 50	5 00
Wagners	6 00	5 50
Russets	7 00	5 50
Ben Davis, No. 1, $5.50; No. 2	....	5 00
Brussels Sprouts (quarts)	0 15	0 25
Brussel sprouts, U.S.	....	0 35
Cauliflower, per doz. bunches	....	3 00
Celery (Florida), per crate	....	6 00
Celery (U.S. washed), doz.	....	1 50
Onions, red, per bag (75 lbs.)	....	7 50
Onions Spanish, per crate	....	8 00
Onions, Spanish, ½ crate	....	4 00
Onions, Spanish, ¼ crate	....	2 50
White onions, per bag (100 lbs.)	....	6 00
Potatoes, per bag (80 lbs.)	2 50	3 00
Potatoes (new) per bbl. (150 lbs.)	....	10 00
Potatoes (red)	2 50	2 75
Potatoes (sweet) hamper	....	3 50
Carrots, per bag	....	1 50
Beets, per bag	1 50	2 00
Parsnips	....	1 50
Turnips	1 25	1 75
Lettuce, Curly, per doz.	....	0 75
Lettuce, Romaine, doz.	....	1 00
Lettuce (Boston), per box of 2 doz.	....	4 00
Tomatoes, hothouse, lb.	....	0 25
Tomatoes (Florida), per crate	8 00	9 00
Horse Radish, per lb.	....	0 25
Cabbage (barrel)	....	7 00
Cabbage (new), New York, crate	....	8 50
Cabbage (new), per hamper	....	6 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	....	5 00
Beans, U.S. green, basket	....	5 00
Leeks, per doz. bunches	....	3 00
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	7 00
Spinach (Canadian), hamper	....	2 00
Do., per bbl.	....	7 00
Rhubarb, per doz.	....	1 50
Rhubarb (U.S.A.), per lb.	....	0 10
Eggplant, per doz.	....	3 00
Cauliflower, crate	....	4 25
Garlic (Venetian) lb.	....	0 12
Endive (Canadian), lb.	....	0 25
Strawberries (Louisiana), pints	....	0 16

Fish Supplies Are Rather Scarcer

Montreal

FISH.—The week following Easter is always looked upon as the week of smallest fish business during the whole year, and the present year showed no sign of being an exception to the rule. However, demand has been exceptionally good during the last weeks of Lent, and a little respite came not amiss. Due to severe and wintry weather all the lakes and rivers supplying fish remain frozen up more or less tightly, and very few fresh fish from these sources are coming in. Lake Champlain, which at this time of year usually supplies good quantities of pike, perch, etc., has not yet opened up to its average production. A few indications of fresh halibut supplies are coming from the East Coast, but the prices quoted, it is said, are simply extravagant. There have also been some offerings from the Pacific Coast, but prices there are also too high for much business to result. Haddock supplies have been coming in fairly well and haddock is the only available fresh fish which is reasonably priced to the wholesale trade so far. There are still some frozen fish in first hands, but it is expected that this week will clean up the best part of this line. Fortunately the weather has kept very suitable for this kind of fish supply. In oysters, both bulk and in the shell, demand though now on the down grade, is still going better than had been anticipated. Lobsters are more

plentiful and have come down in price with a bump, selling this week at as low as 30 cents a pound.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 15	0 16
Digby herring, per bundle of 5 boxes		1 00
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		9 00
Salmon (Labradmor), per bbl.		20 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 50
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 30
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH.		
Halibut	17	—18
Haddock, fancy, express, lb.	7½	— 8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Salmon, Western	16	—18
Salmon, Gaspe	18	—20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 08	0 10
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 12	0 13
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 80
Ordinary, gal.	....	1 50
Malpeque oysters (choice) per bbl.		15 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.	....	12 00
Clams (med.) per bbl.	....	8 00
FRESH FISH.		
Haddock	0 09	0 10
Steak Cod	0 10	0 12
Market Cod	0 08	0 08½
Carp	0 11	0 12
Halibut	0 19	0 20
Dore	0 18	0 20
Lake trout	0 16	0 17
Pike	0 11	0 12

ONTARIO MARKETS

TORONTO, April 11.—There is an inclination to expect that the United States in the war will have a steadily firming tendency on food products of various kinds, and particularly with canned meats. As an evidence of this, one of the larger dealers during the week made considerable increase in almost all lines of canned meats, with the exception of canned pork and beans. Cereals of various kinds and flour have felt the influence of the extension of war activities, although this latter condition could not be attributed entirely to the fact that the United States is in the war. Bullish crop reports on the condition of the winter wheat in the West and South-Western United States contributed largely to the record price at which wheat sold and so affected the flour situation. There have been a number of price changes during the week, most of which were in the upward direction. Business has continued remarkably good.

Sugar Advances 45c Per Hundred in Week

Toronto

SUGAR.—Sensational movements occurred in the sugar market during the week when, with an advance of 20c on April 5 and one on April 9 of 25c, the increase during the week amounted to 45c per hundred. Since February 14 of this year, or approximately within the past two months, the advance in sugar amounts to 85c per hundred. Starting on January 1 with the price of $7.59, there was a decline on January 20 to $7.49 and a further decline on January 27 of $7.39. On February 14 there was an advance of 15c to $7.54; on March 23 it went up 20c to $7.74, and on March 27 to $7.94. On April 5 it was advanced to $8.14, and on April 9 to $8.39, where it was at the time of writing. Since February 14 raw sugars have advanced in price at New York $1.36½ per hundred, as compared with an advance of 85c per hundred in the price of Canadian refined It will, therefore, be seen that the price of refined sugar even on the basis of today's cost is in a very firm position. Further advances, therefore, would not come as a surprise. The reason for the recent advances has been the prospect of a greatly decreased production from the original estimate, the influence of the United States at war, and also to a disposition of refiners to guard against possible contingencies of the future. In the local market there has been a good demand, a disposition being shown to cover for requirements. Refiners' sales, however, are limited to prompt dating.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	8 39
Acadia Sugar Refinery, extra granulated	8 39
Dominion Sugar Refinery, extra granulated	8 39
Yellow No. 1	7 99
Special icing, barrel	8 59
Powdered, barrels	8 49
Paris lumps, barrels	8 99
Assorted tea cubes, boxes	8 99

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Peanut Butter And Canned Meats Higher

Toronto

PEANUT BUTTER, MEATS, OLIVES, SODA BISCUITS.—Numerous advances have been recorded in grocery lines during the week in lines, which find ready sale from most grocery stocks. Crisco has again advanced 70c per case, and is now selling at $9.90. Cowan's bulk cocoa is up 1c per pound, and is now selling at 21c and 23c, as compared with 20c and 22c formerly. Peanut butter has advanced 1c per pound for the bulk article and in 24-lb. pails is now quoted at 21c and in 15-lb. pails at 22c. Following the advance recorded in Surprise and Borax soap last week, other lines have been marked higher, Comfort, Sunlight, Gold and White's naphtha all selling now at $5, the same price as Surprise and Borax. This represents an advance of 55c per case. Cosmo and Lennox are now quoted at $4.15 per case, as compared with the former price of $3.80 for Cosmo and $3.85 for Lennox. An advance of approximately 10 per cent. has been made in Club House olives. In the 5-oz. size the price is still 95c per dozen, but in the 6-oz. the price is $1.35 per dozen, 8-oz. $1.50, and 10-oz. $1.75, in the latter three sizes the increase amounting to 10c per dozen. Greengage plums have advanced 45c per dozen, and are now selling at $1.80. Pure Gold custards and puddings have advanced 20c per dozen, and are now selling at $1.20. Clark's meat products have registered advances, corned beef halves now selling at $2.75 per dozen; 1-lbs. at $3.50 per dozen; 2-lbs. at $9; 6-lb. tins at $34.75, and 14-lb. tins at $68 per dozen. Sliced smoked beef half-pound tins are quoted at $2 per dozen, and 1-lb. tins at $3. Roast beef halves are quoted at $2.75; 1-lb. tins at $3.50; 2-lb. tins at $9, and 6-lb. tins at $34.75 per dozen. Beefsteak and onion halves have been increased to $2.75; 1-lb. tins at $3.50, and 2-lb. tins at $9 per dozen. Clark's peanut butter, quarter-pound glasses, are now selling at $1.22, halves at $1.70, and 1-lb. glasses at $2.25. In pails peanut butter, 50's are selling at 24c per pound, 24's at 24c, 12's at 25c per pound, and 5's at 27c per pound. Christie, Brown & Co.'s line of biscuits have all advanced. Sweet biscuits and sodas have all shared in the upward tendency. Loose soda wafers in tins, boxes and barrels, have been increased ½c per pound, and are now selling at 11c. The designation of the tins has been changed somewhat, now going by letters in place of weight. Sodas in cartons are selling as follows:—A, 65c dozen; B, $1.25 dozen; B packages, 13c package; C and W packages, 21c package; C package, 25c each; C long package, 25c; D package, 29c; E package, 36c. Cream sodas—C, long tins, 33c per tin; C square, 33c; D tins, 38c; E tins, 42c; C tin pails, 30c. Soda wafers—A wrapped, 72c dozen; B wrapped, $1.35 dozen.

Molasses Market Firm; Corn Syrups Steady

Toronto

MOLASSES AND SYRUPS.—There is a continued firmness in the molasses market, and representatives of the manufacturers continue to give quotations on the basis of confirmation later by their principals. Molasses in 5-lb. and 10-lb. tins are also being restricted in sale somewhat, no large orders being taken at present quotations. The demand for case molasses continues to be good. Corn syrups held in steady market during the week, the latter commodity going to the trade at the advance recorded last week. First grade cane syrup has advanced 1¼c per pound, and is now quoted at 6½c.

Corn Syrups—		
Barrels, per lb.	....	0 05
Cases, 2-lb. tins, 2 doz. in case	....	3 85
Cases, 5-lb. tins, 1 doz. in case	....	4 05
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, lb.	....	0 04¼
Cases, 2-lb. tins, 2 doz. in case	....	4 80
Molasses—		
Fancy Barbadoes, gal.	....	0 75
West India, half barrels, gal.	0 42	0 44
West India, 10-gal. kegs	....	0 80
Tins, 2-lb., table grade, case 2 doz.	....	3 75
Tins, 2-lb., baking grade, case 2 doz.	....	2 75

Canned Spinach And Succotash Are Higher

Toronto

CANNED GOODS.—Increases in the price of canned spinach and succotash have been recorded during the week, succotash now selling at $1.80 per doz. and Canadian spinach at $1.75 per doz., and American spinach at $1.80 per dozen for 2-lb. tins. Mephisto canned chicken in 1-lb. flats is now quoted at $4.50 per dozen. Hawaiian pineapple in certain quarters showed a firming tendency. Alaska spring salmon was also advanced 5c per dozen in certain quarters, now being quoted at $2.40. Some British Columbia sockeye salmon is being offered at $1.90 per dozen for half-pound tins. An advance has also been recorded in Paris Pate canned meat of 20c, the selling price now being $1.20 per dozen. Peas continue in strong market, with corn supplies dwindling.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb., talls	2 75	3 00
Alaska pinks, 1-lb. talls	2 40	....
Chums, 1-lb. talls	1 40	1 45
Pinks, 1-lb. talls	1 65	1 80
Cohoes, ½-lb. tins	1 45	1 50
Cohoes, 1-lb. tins	2 50	2 60
Springs, 1-lb. talls	2 40	2 75
Lobsters, ½-lb., doz.	2 60	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 15	2 25
Peas, standards	....	1 35
Peas, early June	....	1 45
Beans, golden wax, doz.	1 35	1 45
Asparagus tips, doz.	2 75	3 00
Corn, 2's, doz.	....	1 75
Pumpkins, 2½'s	....	1 85
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	....	2 50
Pineapple, Hawaiian, 2s, doz.	2 50	2 75

Prunes Very Scarce; Higher Prices On Peels

Toronto

DRIED FRUITS.—Prunes on spot are very scarce and firmer prices are looked for. A few cars of prunes which left the coast in January and February consigned to Toronto have not yet arrived, and importers are at a loss to know when they will get here. A recent report stated that some of them had got as far as Chicago, but when they will get to the local market is still an open question. The arrival of these prunes will be the first relief to the local prune situation. There is a shortage on all California dried fruits on spot. New prices have been announced on American peel, which are approximately 4c per pound higher than the opening price of last year. New prices will make the selling price to the retail trade about 24c for lemon, 26c for orange, and 35c for citron. Importers are furthermore guaranteeing against a decline, which, in the opinion of wholesalers, is a strong indication that prices are pretty sure to advance.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Cleaned, ½ cent more.		
Australians, lb.	....	0 22
Dates—		
Excelsior, packages, 3 doz. in case	....	3 25
Dromedary dates, 3 doz. in case	....	4 00
Hallowee, per lb.	....	0 11½
Figs—		
Taps, lb.	....	0 06½
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25s, faced	0 13	0 13½
40-50s, per lb., 25s, faced	0 12	0 12½
50-60s, per lb., 25's, faced	0 12	....
60-70s, per lb., 25's, faced	0 11½	....
70-80s, per lb., 2s, faced	0 09½	0 11
80-90s, per lb., 25's, unfaced	0 11½	....
5-lb. tins	....	0 65
Peaches—		
Choice, 25-lb. boxes	0 12	0 12½
Stds., 25-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 15	0 16

Tea Continues To Be Of Much Interest

Toronto

TEA.—There is a continuation of the active interest in the tea situation with a lot of inquiry from the wholesale trade for available stocks that can yet be secured. One firm is reported to have been given definite assurance that a consignment has left Calcutta for them, but most of the tea importers are yet in the dark as to whether they will be able to get additional supplies within a reasonable time. The opinion is expressed that higher prices for tea in the United States, as a result of that country being at war, would not necessarily affect the price of tea in Canada. It might further delay shipments of tea consigned to dealers here which are routed by way of Boston. There has been a gradual reduction of available stocks of tea during the week. Prices were firm, advances being recorded in some of the grades during the week. Red Rose tea at the time of writing had not been advanced.

	Per lb.	
Pekoe Souchongs	....	0 42
Pekoes	....	0 45
Orange Pekoes	0 48	0 50
Broken Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Shelled Walnuts For Fall Up 1c Pound

Toronto

NUTS.—Importers have during the week been advised that the price of shelled walnuts for delivery in September has been increased ten shillings per 100 kilos, or, in other words, 1c per pound. Producers who have walnuts in France are reported very scarce, and it is stated with positiveness by brokers in France that the price for September shipment will be higher than ever prevailing hitherto. Peanuts continue in firm market in the Southern producing centres. There is every indication that the nut situation this fall will be more acute than ever in the past.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12½	0 14
Brazil nuts, lb.	....	0 15
Cocoanuts, per sack 100	....	6 00
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 48	0 50
Walnuts, California	0 26	0 33
Peanuts, lb.	....	0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.	....	0 85

Cream of Tartar Stocks Are Low

Toronto

SPICES.—There is a firm situation in cream of tartar as a result of the scarcity of cream of tartar. Wholesalers locally have very light stocks, and there is eager inquiry after anything available. This commodity cannot be picked up in any quantities in this market, inquiry and offers having come from the Montreal district during the week. In the primary market at New York an advance of 4c per pound was recorded during the week. Pepper is also in firm market, with future quotations very firm. Prices in spice lines held steady during the week.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 50
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, white	0 38	0 45
Peppers, black	0 30	0 35
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 45
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 28	0 35
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	0 48	0 52
American high test	0 55	0 58

Coffee Higher In Primary Markets

Toronto

COFFEE, COCOA.—Although coffee advanced ½c to 1c per pound in the New York market during the week, the prices in the local market remained unchanged. This commodity was in active market, and fairly large sales were recorded in New York at the advanced prices. The fact that the United States has entered the war has had an appreciable effect, as her entry has been construed that the war will be shortened considerably. There have also been rumors that the Kaiser is likely to make another peace overture, and any advances toward peace tend to give strength to the coffee market.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 14	0 17
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 15	0 20

Southern Rices Scarce And Higher

Toronto

RICE AND TAPIOCA.—There is a decided firmness in the market for Southern rices, advances in the neighborhood of 2c per pound having taken place in that quarter within the past week or ten days. The French Government is reported recently to have bought 100,000 tons of rice for the use of her troops, and this has had a strong effect on the market. Some importers are unable to get the Texas Blue Rose rice at all. A California broker made the offer of sale

of several cars of rice in the local market during the week. There is a good demand for rice, and prices held steady during the week. Tapioca also continues in a strong market.

Texas, fancy, per 100 lbs.	7 50	8 50
Siam, fancy, per 100 lbs.	6 50	7 00
Siam, second, per 100 lbs.	5 00	5 75
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	7 50
Tapioca, per lb.	0 11½	0 12½

Beans Going Well Into Trade Channels

Toronto

BEANS.—There has been a steady consumptive demand for beans during the week, with no disposition toward easier prices. The tendency is all in the other direction, with the United States a probable buyer of large quantities for her troops. Stocks of beans are getting within narrow compass. Lima beans are also in firm market.

Ontario, 1-lb. to 2-lb. pickers, bush.	7 00	7 50
Rangoon, per bushel	6 25	7 00
Black eyes, California, bushel	....	4 80
Yellow eyes, bushel	....	7 20
Limas, per pound	0 13	0 15

Rolled Oats Are In Very Firm Market

Toronto

PACKAGES.—There is a firm market in rolled oats in packages, and it is intimated if the oat market continues to show its recent strength and upward tendency there will in all probability be higher prices in one of the lines at least. There has been a good demand for cereals of all kinds, no doubt due largely to the publicity given to their food value by the press. Starches held in a steady market at the advances recorded last week.

Cornflakes, per case	2 70	3 40
Rolled oats, round, family size, case	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	3 60
Cornstarch, No. 1, pound cartons	....	0 09
No. 2, pound cartons	....	0 08
Starch, 6-lb. packages, per lb.	0 07½	0 10½
In 1-lb. cartons	....	0 09

Fresh Whitefish And Trout Expected Soon

Toronto

FISH AND OYSTERS.—Local wholesale fish men are expecting arrivals of fresh whitefish and salmon trout in larger quantities during the present and succeeding weeks. This class of fish has been coming in small shipments recently, but bigger quantities are expected from this time on. The market has been supplied mostly with the frozen article during some months past. There is a slightly easier tone in the market for haddock and cod, the former being quoted from 9c to 10c per pound, and the latter from 12c to 13c. The Lenten demand for fish is reported exceptionally good, but now has begun to ease off somewhat. The season for oysters is drawing to a close, demand getting lighter as the warm weather approaches.

SMOKED FISH.

Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	....	0 12½
Haddies, fillets, per lb.	....	0 16
Kippered herring, per box	1 50	2 00
Digby herring, bundle of five boxes	1 10	1 25
Smoked boneless herring, 10-lb. box	....	1 50
Strip cod, 30-lb. boxes	....	4 50

PICKLED AND DRIED FISH.

Skinless cod, 50-lb. boxes	....	4 50
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits	....	2 60
Salt cod, lb.	....	0 08½
Quail on toast, lb.	....	0 10
Shredded cod, 24 cartons	....	1 80

FRESH SEA FISH.

Crabs, per dozen	....	1 00
Halibut, frozen	0 17	0 17½
Chicken halibut, per lb.	0 15	0 15½
Qualla salmon (pink), frozen	0 10	0 10½
Cohoe salmon (red), frozen	0 12½	0 13
Haddock, fancy, express, lb.	0 09	0 10
Steak, cod, fancy, express, lb.	0 12	0 13
Flounders, lb., frozen	....	0 06
Winkels, per bag	....	1 75

FRESH LAKE FISH.

Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 12½	0 13
Goldeyes, lb.	0 07	0 08
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Yellow pickerel	0 12	0 13
Smelts, No. 1	....	0 12½
Oysters—		
Standards, gal.	2 00	2 30
Selects, gal.	2 50	2 65
Shell, per barrel	....	8 50
Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20

New Asparagus In; Potatoes Are Firmer

Toronto

VEGETABLES.—Some of the first asparagus of the season from California arrived in the market during the week, and is selling at $9.50 per case for extra fancy and $8.50 to $9 for fancy. Hothouse cucumbers are more plentiful and the price is easier, being quoted at $2.50 to $2.75 per dozen. California head lettuce in hampers was quoted at $3. Potatoes were in firmer market during the week, New Brunswick Delawares being quoted up 25c per bag. There was a scarcity of potatoes. Western potatoes were also quoted 25c up at $3.25 to $3.50 per sack. Ontario potatoes were very scarce during the week. Florida tomatoes were out of the market pending the arrival of additional stocks.

Asparagus, Cal., case	8 50	9 50
Beets, bag	1 75	....
Brussel sprouts, imported, quart	....	0 15
Cucumbers, hothouse, doz.	2 50	2 75
Cabbage, hampers	....	....
Cauliflower, Cal., 15 to 24 in box	2 75	4 50
Carrots, bag	....	2 00
New, hamper	....	2 50
Celery, Florida, half case	4 50	5 25
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
California head lettuce, hamper	....	....
Mushrooms, 4 lbs.	2 75	3 00
Onions—		
Spanish, crate, 120 lbs.	8 50	10 00
New Zealand, 75-lb. bags	....	8 00
Ontario onions, 75-lb. sack, red	....	8 25
Green, per bunch	....	0 75
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	3 50	3 75
Sweet Jerseys, hamper	....	....
Western, 90-lb. sack	3 25	3 50
Ontario, 90-lb. sack	....	....
Parsnips, bag	2 50	....
Spinach, bushel hamper	....	3 00
Green peppers, doz.	....	1 00
Tomatoes, Florida, 6-basket carriers	....	....
Parsley, doz.	....	1 00
Watercress, doz.	....	0 30
Turnips, bag	0 75	0 85

Pineapples And Rhubarb Are Down

Toronto

FRUIT.—Porto Rican pineapples were quoted 25c to 50c per case lower during the week, with Cuban pines down 25c. California lemons were also easier in tone during the week, some quotations being down to $4 per case, while the Messinas were also 25c down in some instances. Rhubarb was easier, being quoted at $1, representing a drop of 25c. Strawberries were also down, being quoted at 50c per quart and 18c to 20c in pints. Florida oranges were lower at $3.75 to $4 per case. Apples are getting scarce, and the sale of this fruit during the week was reported good.

Apples—		
Baldwins, No. 1 N.S., bbl.	6 00	6 50
Baldwins, No. 1 Ontario	....	7 00
Baldwins, No. 2 Ontario	....	6 00
Ben Davis, No. 1	4 00	5 50
Ben Davis, No. 3	....	3 00
Boxes, American	2 50	3 00
Bananas, bunch	2 25	3 25
Cranberries, bbl.	9 50	10 00
Boxes, 28-qt.	3 25	3 50
Oranges—		
Cal. Navels	3 50	4 00
Floridas, case	3 75	4 00
Grapes—		
Spanish Almeria, small bbl., 40 lbs.	7 00	9 00
Grapefruit, Florida, case	4 00	4 75
Grapefruit, Cuban	3 50	4 00
Grapefruit, Porto Rican, case	3 50	4 25
Lemons, Cal., case	4 00	4 25
Messinas, case	3 50	4 00
Pineapples, Porto Rican	4 50	5 00
Cuban, case	4 00	4 25
Rhubarb, doz. bunches	....	1 00
Strawberries, 1-qt.	....	0 50
Strawberries, pints	0 18	0 20

MANITOBA MARKETS

WINNIPEG, April 10.—Packers of tea here are warning the retail trade that the tea market is very firm, and that further advances on various brands of package teas are looked for at an early date. On account of the large demand for cottonseed oil for munition purposes, all cottonseed oil products are firm. There was an advance in compound lard last week. Further advances can be expected on canned oysters.

The market is bare of Greek currants, and none are expected for a long time to come. As the supply of Australian currants is not big enough to meet the demand, currants are likely to remain high, or even go higher still. Higher prices are being predicted on olives. Chicory is also reported being very firm.

Important advances have recently been made on various breakfast cereals, and more are likely to come owing to the heavy cost of cardboard. Retailers are advised to lay in a stock of fruit jars this year, as there is likely to be a scarcity. The output of glass factories has been restricted, and labor is hard to get; a shortage seems inevitable. Those placing their orders late are likely to be disappointed.

One of the most important advances of the week was that of rolled oats, which jumped to $3.30. Retailers will no doubt be able to buy at lower figures than this from the wholesale trade for a while, but it cannot last long. There has been a cutting of prices by the mills of late, and no doubt some of the jobbers had fairly good stocks. It will not be long, however, before their price is up to $3.30. Flour is up another 40c per barrel, and first patents are now quoted $10.40 per barrel. Scarcity of feed continues to be acute. Fresh salmon arrived on the market this week, but the price, 23c, was considered too high, and very little was sold.

An advance is announced by large numbers of manufacturers in soap. Several of the largest makers withdrew their prices on March 31, and on April 2 announced an advance amounting to about 45c per case. This is the second advance in three months, the last advance of 30c taking place on December 14. The reason given, of course, is higher cost of raw materials and labor.

Two weeks ago an advance of $1 per case was announced in Crisco. A further advance of 50c per case took place last week, making total advance of $1.50 inside of two weeks. New prices have gone into effect on all corn syrups and corn starch, advance on corn syrup being 20c per case, and ½c per lb. on starch. Prices on honey have been withdrawn, indicating higher prices to come. The trade can also expect higher prices on condensed and evaporated milk.

Winnipeg

SUGAR.—The market is now on a basis of $9.00 for standard granulated, the refined market having advanced 45c during the week. Like the last one, this advance came more or less as a surprise to the trade, although the raw market has been very firm. Since the first advance took place two weeks ago, there has been a steady booking of orders for sugar.

Higher Corn Syrup; Cane May Go Up

Winnipeg

SYRUPS.—Brokers are confidently predicting an early advance in cane syrup. They have two good reasons for predicting this, the first being that sugar has advanced 60c per cwt. in the past two weeks, and secondly, that there has been an unusual demand for cane syrup owing to the high price of corn syrup. In our last issue we announced by wire that corn syrup had advanced 20c per case, and that corn starch had advanced as well. This, of course, was due to the high corn market.

B. C. Cane Syrup—		
2-lb. tins, 2 doz. to case, per case		4 10
5-lb. tins, 1 doz. to case, per case		4 70
10-lb... tins, ½ doz. to case, per case		4 40
20-lb. tins, 3 tins to case, per case		4 25
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)		
Molasses—	Per gal.	
Barbadoes, ½ bbls., per gal.	0 70	0 75
New Orleans, blackstrap, ½ bbls., gal.	0 43	0 46

California Canned Fruit Prices Withdrawn

Winnipeg

DRIED FRUITS.—There has been a very heavy demand for peaches, and the Peach Association has withdrawn bookings. Prunes are up ½c per lb. in California, and the retail trade in Western Canada can expect an advance in prunes before very long. It was announced some time ago that canned fruit in California had opened up slightly higher than last year; these prices have been withdrawn, indicating that an advance is about to take place. Stocks of pineapple in California are all sold.

Dried Fruits—		
Apples, evap., new, 50-lb. boxes, lb.	0 11½	0 12
Apricots—		
Choice, 25's	0 19	0 22
Choice, 10's	0 23	0 25
Pears—		
Choice, 25's	0 12½	0 13
Peaches—		
Choice, 25-lb. boxes	0 10½	0 11
Choice, 10-lb. boxes	....	0 12
Currants—		
Fresh cleaned, Australian, lb.	0 19	0 21
Figs—		
Cooking figs	0 07	0 07½
Dates—		
Hallowees, new, bulk, lb.	....	0 12
Fards, box, new, 12 lbs.	....	2 00
Raisins, California—		
16 oz. fancy, seeded	....	0 11¼
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 10
3 crown, loose, 50's	....	0 10¼
Raisins, Cal. Valencias—		
3 crown, loose, 25's	....	0 09
3 crown, loose, 50's	....	0 08¾
Figs, cooking, lb.	....	0 09
Prunes—		
90 to 100, 25s	....	0 09
40 to 50, 25's	....	0 11¾
Peels—		
Orange, lb.	....	0 22
Lemon, lb.	....	0 21
Citron, lb.	....	0 25

Cereal Market As High As Ever

Winnipeg

DRIED VEGETABLES—Therehas been no easiness in the bean market and jobbers continue to ask higher prices from the retail trade. Sometime ago the CANADIAN GROCER reported that a salesman had been through the West placing orders for Japanese beans at a very low figure. It has since been stated that he found it impossible to fill these orders and stated that the beans had been sold before his cable reached Japan. The Lima bean market is pretty well cleaned up in California. Peas are also as firm as ever, in fact advance in any line of cereals would not be surprising.

Beans—		
Manchurian, hand-picked, bushel	....	6 50
Manchurian, 3-lb. pickers	....	5 70
California Lima Beans—		
80-lb. sacks	....	0 11½
Barley—		
Pot, per sack, 98 lbs.	....	4 75
Pearl, per sack, 98 lbs.	6 60	6 65
Peas—		
Split peas, sack, 98 lbs.	....	7 00
Whole peas, bushel	3 60	4 00

Halibut Up To 16-18c; Fresh Salmon In

Winnipeg

FISH AND POULTRY.—Oysters can be considered as being off the market. The most important change this week is an advance in halibut, which has jumped to 16-18c. It is scarce, and it is hard to say to what price it is likely to go. Advices from the coast state that there is very little halibut out there. However, a small shipment arrived in Winnipeg this week. Prices on mackerel vary from 3.00 to 3.50 per 20 lb. kit; and there is not much being sold. Prices on brook trout vary from 30 to 40c lb. Most lines of fish outside of halibut seem to be plentiful. Fresh salmon has arrived on the market, but price was too high for the average dealer, costing him 23c per lb. During the holidays there has been a fair movement of poultry, but this business is not likely to pick up to any extent until May 1.

Whitefish	0 12	0 13
Salmon, frozen	....	0 15
Halibut, fresh	0 16	0 18
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Mackerel, 20-lb. kits	3 00	3 50
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	....	1 50
Smelts	0 14	0 16
Haddock	....	0 09
Flounders	....	0 08
Brook trout	0 30	0 40
Smoked fillets	....	0 17
Sea herring	0 07½	0 08

Potatoes Firmer; Oranges Big Sellers

Winnipeg

FRUITS AND VEGETABLES.—Dealers in touch with the market claim that there is a firmer feeling to potatoes this week, due to the beginning of a pronounced export demand again. To export, potatoes must be No. 1 stuff, and they are bringing 1.40 per bushel in cars. The retailer can to-day buy good potatoes at 1.50 per bushel in 10 bushel lots and can buy as low as 1.25 by the car. It is expected the price will go higher as soon as exporting starts again. The biggest demand just now seems to be for oranges, navels bringing $4.00 to $4.25 per case. Bitter oranges are practically off the market, and what are left are selling at $5.00 per case. Louisiana strawberries are in, selling at $5.00 per case of 24 pints. The same strawberries are bringing 60c per quart. Florida tomatoes are off the market. California celery is down to $6.00 per case. Cucumbers are up to $6.00 per box; were formerly $5.50. New lines on the market include new carrots and turnips at $1.25.

Manitoba potatoes, bushel	1 25	1 50
Celery, Cal., case	....	6 00
Cucumbers, box	....	6 00
Carrots, old, bushel	....	1 00
Turnips old, bushel	....	0 60
Cabbage, per cwt., old	....	8 00
Cabbage, Cal., lb.	....	0 09
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 75
Lettuce, head, doz.	....	0 65
Imported mushrooms	....	0 90
Sweet potatoes, hamper	....	5 00
Parsley, imported, doz.	....	0 75
Peas, green, lb.	....	0 25
Spinach, lb.	....	0 15
Fruits—		
Oranges, navel, case	4 00	4 25
Oranges, bitter, Palermos, case 200	....	5 00
Lemons	....	5 00
Grape fruit	5 00	6 00
Malaga grapes, kegs	8 00	10 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.	....	11 00
Pears, Winter Nellis, box	....	4 50
Strawberries, Louisiana, case 24 pts.	....	5 00
Strawberries, qts.	....	0 60
Bananas, lb.	....	0 06
Rhubarm, box	....	4 50

Flour Advancing Rolled Oats Now 3.20

Winnipeg

FLOUR AND CEREALS.—There has been an advance in flour of 40c per bbl., bringing the price of first patents to 10.40 per bbl. This was due to a firmer market for wheat, the tendency for which was upward all last week owing to the Government making heavy purchases. The general opinion is that we are going to see still higher prices. This is not due so much to U.S. having gone into the war as the fact that all reports indicate a world shortage of visible supplies. There is not really a shortage in Western Canada, but there is apparently a world shortage. Domestic and export business in flour has been good. An important change is that of rolled oats, which are now being quoted at 3.30. Many of the jobbers bought heavily when the market was down, and are

still selling much lower than the above figure. Some have been selling recently as low as $2.80, but their quotations are gradually rising, now quoting $3.00, and will be $3.30 before long. The reason for this advance is a firmness in the oat market. This has resulted also in an advance in oatmeal, which is up from 3.75 to 4.00-4.10. The corn market is still very high, and cornmeal is very hard to get, all manufacturers being considerably oversold. The feed situation has not made any change, and both dealers and millers are just as badly off as ever they were. It is improbable that prices will go higher, as they are quite high enough already.

Flour—	
Best patents	10 40
Bakers	9 90
Clears	9 50
XXXX	7 30
Cereals—	
Rolled oats, 90 lbs.	3 30
Rolled oats, pkgs., family size	4 10
Cornmeal, 98's	3 30
Oatmeal, 98's	4 10
Feeds—	
Bran, per ton	30 00
Shorts, ton	32 00
Middlings, ton	32 00
Mixed chop, ton	42 00

SERVICE DEPARTMENT

John McCorvie & Son, grocers, Chatham, Ont.—Your issue of the CANADIAN GROCER of Dec. 17, 1916, contained an article entiled, "Grocers' Costs Average 16½ per cent.," and states that over 3,500 copies of the Harvard System of Accounting had been distributed on request to retail grocers since August 1, 1914. How could we secure one, and what is the cost? Stamped, addressed envelope enclosed for reply.

These investigations were made under the auspices of the Bureau of Business Research of Harvard University, Cambridge, Mass. The booklet may be obtained by sending 50 cents to the above address. As this Bureau has covered investigations on a number of different businesses, it is well to state that you require the booklet dealing with the retail grocery trade.—Ed.

* * *

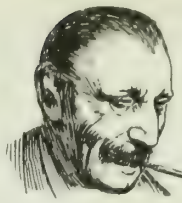
Will you kindly inform me where I can obtain machinery for butter and cheese making, also for evaporated and condensed milk?—L. R. Morris, Regina, Sask.

Ans.—This information has been forwarded direct.

* * *

We have been thinking of installing a waste paper baler. Would you kindly give us the names of a few large firms who purchase waste paper?—Geo. Gordon & Co., Cache Bay, Ont.

Ans.—This information has been forwarded direct. We will be glad to supply the names of such firms to anyone interested.



Told 'Round the Cracker Barrel

IN PERFECT ACCORD.

"How's the boy getting along with his studies?" asked Farmer Corntassel of old man Turnipseed.

"Pleasantly," was the reply, "pleasantly. He don't bother 'em none."

A LITTLE DIFFICULT TO PLEASE

The Neodasha Sun found this story in an Oregon paper. A man went into a business house and stated that his wife had made up her mind to go back to western Kansas. "Back there," he explained, "she used to sit around and sigh for a tubful of good, soft rainwater in which to wash the clothes, and it became so tiresome I moved to Oregon. We have been here two months and now she has all the rainwater she can use and wants to move back to Kansas to get the clothes dried.

WHY LOOK?

Mrs. Jenkins, a regular visitor in the doctor's consulting room, started on the long story of her troubles. The doctor endured it patiently and gave her another bottle. At last she started out, and the doctor was congratulating himself, when she stopped and exclaimed:

"Why, doctor, you didn't look to see if my tongue was coated."

"I know it isn't," wearily replied the medical man. "You don't find grass on a race track."

HIS DARK HOUR.

"Say, Snibbs, let me use your telephone, will you?"

"Sure. What's the matter with yours?"

"It's all right; I want to telephone to my wife that I'm going to bring a man from out of town to dinner."

"Well?"

"He's sitting in my office now, and I hate to have him watch when my wife tells me what she thinks of the proposition."

PETTED TO DEATH.

Customer.—I think this meat is spoiled.

Meat Market Proprietor.—Perhaps so, mum, but that meat came from a prize lamb, and it may have been petted too much.

TOUGH LUCK.

Joe (who has just accepted a cigar from Ike)—I suppose there are at least 10,000 brands of cigars altogether?

Ike—I should say so.

Joe—Just your luck to pick this one.—London Opinion.

WOODROWITIS.

"Willie, where did you get that dog kennel?"

"From the boy next door."

"You don't mean to say that he gave it to you."

"No, sir; he's one of the kind of boys who's too proud to fight."

WHY WASTE WORRY?

"Does your husband worry about the grocery bill?" asked a housewife. "No, he says there's no sense in both himself and the grocery worrying over the same bill."

PREPAREDNESS.

A rich manufacturer of asbestos took a house just across the street from a sweet-spirited old lady and his family proceeded to enjoy itself in what seemed to her a very worldly fashion.

But the old lady was never known to speak ill of anyone, even when her neighbors played tennis on Sunday. She only said:

"Dear me, they must have great faith in their asbestos."

A NEAT TRAP.

"I see you have your hand in a sling," said the inquisitive passenger. "Broken, isn't it?

"Yes, sir," responded the other passenger.

"Meet with an accident?"

"No; broke it while trying to pat myself on the back."

"Great Scott; what for?"

"For minding my own business."

THERE'S A REASON.

Sambo—Ah loves yo', Mandy, an' ah jest come to ask yo' to fix up de weddin'.

Mandy—What's de mattah? Has yo' lost yo' job?

Would you please advise me who are the Canadian or American representatives of Peters' Chocolate?—L. F. McCoy, Kentville, N.S.

Ans.—Mr. Shelmerdine, 2 Minerva avenue, Toronto, Ont.

* * *

Will you kindly supply us with some information relative to the London Produce Co., 53 Queen street, Ottawa, Ont.?—Centreville, N.B.

Ans.—Information has been sent direct. This information is available for any others who may be interested.

* * *

Could you kindly give me the names of Toronto firms handling radishes in the early spring.—Geo. M. Gemmell, Almonte, Ont.

Ans. Information has been forwarded.

NEW FISH PACKING PLANT FOR NEW BRUNSWICK

A new fish packing plant is to be established at Point du Chene, N.B., by C. B. Anderson, formerly of Yarmouth, N.S., who had been engaged in the business there, and, more recently, at Newport, Rhode Island. He has purchased a property with buildings, and will immediately proceed to prepare for business. Lobster-packing will be the chief item this year, but later the plant will be enlarged to provide for other lines of the business. Mr. Anderson, who is enthusiastic over the possibilities of the fishing industry in New Brunswick, says that some of the largest operators along the U. S. coast, are taking a deep interest in the prospects here and he knows of several who are securing data with the idea of opening up here.

FLOUR AND CEREALS

Flour Reaches Its High War Record

Montreal

FLOUR AND FEEDS.—Flour has reached the highest price yet attained since the war, and the market is still strong and strengthening. The prediction of $12.00 flour seems likely to be fulfilled, and the still more bullish figure of $15.00 flour seems less impossible at present. Wheat jumped from $1.92 to $2.11 in a brief interval of time, and upon the behaviour of the wheat market depends the range of the market for flour immediately and for the future. With continual rumors of a poor Argentine crop, of half spoiled winter wheat in the United States, (and some damage by cold weather reported even from Ontario winter wheat districts) with whispers of short labor for seeding, fewer acres sown, and fewer hands probable for harvesting in Canada while the idea of Russian wheat is practically set aside the bull tone of the market gathers strength steadily, and the outlook at time of writing is certainly firm to a fault. Whether the worst of wheat shortages will be realised is a matter for the prophets to wrangle over, and make good or fall down upon. The best experience leaves the outlook to those most familiar with the effects of previous world-wars, and watches the markets from day to day as closely as possible. Undoubtedly the effect of the United States action in the war will tend to produce more firmness but how far it may go or how long it will last is a very unpredictable matter. Winter wheat is higher and feeds have advanced. There may be a little relief to the feed situation when new grass is available, but flour will keep firmer in all likelihood now until crop estimates are available.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	10 80	11 00
Second patents	10 30	10 50
Strong bakers	10 10	10 30
Winter Wheat Flour—		
Fancy patents	9 80	10 00
90 per cent., in wood	9 40	9 60
90 per cent., in bags	4 45	4 55
Bran, per ton	37 00	39 00
Shorts	40 00	41 00
Special middlings	44 00	45 00
Feed flour	53 00	54 00
Feed oats, per bushel	....	0 83

Cereals Reflect Wheat's Firmness

Montreal

CEREALS.—In the usual close association with the wheat and flour market cereals of all kinds are this week again in the very firmest kind of market. Rolled oats reflect the tendencies of their raw material. The wheat based cereals are all higher in price. Pearl hominy is up a shade. Corn meal shows the acute state of the market for corn (a market factor of considerable importance nowadays). It is rumored that one of the widest known cereal package lines is subject to withdrawal of prices effective perhaps this week, and the "Flakes" are going higher "Kelloggs" being now $3.40 per case. The outlook as to cereals is for further firmness.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat flour, 98 lbs.	....	5 00
Corn flour, 98 lbs.	....	4 00
Cornmeal, yellow, 98 lbs.	4 00	4 25
Graham flour, 98 lbs.	....	5 15
Hominy, granulated, 98 lbs.	4 50	4 75
Hominy, pearl, 98 lbs.	....	4 00
Oatmeal, standard, 98 lbs.	....	4 30
Oatmeal, granulated, 98 lbs.	....	4 30
Peas, Canadian, boiling, bush.	....	3 75
Rolled oats, 90-lb. bags	....	3 75
Whole wheat flour, 98 lbs.	....	5 15
Rye flour, 98 lbs.	....	5 00
Wheatlets, 98 lbs.	....	5 40

Flour Up 70c. Barrel This Week

Confirmation of Damage to Winter Wheat in United States and War Conditions Responsible

Toronto

FLOUR.—Two advances in flour were recorded during the time since our last issue, one of 30c becoming effective on April 5 and the other of 40c per barrel on April 9. The increase was due to the firm position of wheat caused by the confirmation of reports of damage to the winter wheat in the West and South-Western States by the United States Department of Agriculture. Cash wheat reached a record price during the week, when on Tuesday of this week it was quoted at $2.10⅞ at Winnipeg. The highest point reached previously was on November 22 of last year when the cash wheat at Winnipeg touched $2.05 for a brief period. At that time flour went up to $10.50 per barrel, which was also the record price up to the time of the present prices. With the United States at war with Germany, there was an additional cause for higher prices for wheat. With the market at the present basis there is very little of the speculative element operating on wheat, the basis being largely one of demand and supply. Deliveries of flour from the West are again being held up through poor railway facilities. One large concern reported that they are only allowed four cars per week to Eastern points on one line, and five cars per week on another line. This is a very small amount in comparison with their requirements. Ontario winter wheat flour advanced 50c per barrel during the week, making high patents now $9.30 per barrel in car lots and 20c higher in small lots. Second patents Ontario flour are quoted at $8.90 in car lots. The market for all flour products is very firm.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	10 70	10 90
Second patents	10 20	10 40
Strong bakers	9 80	10 00
Ontario Winter Wheat Flour—		
High patents	9 30	9 20
Second patents	8 90	9 10

Corn Products And Whole Wheat Flour Up

Toronto

CEREALS.—With the high prices being paid for corn during the week, corn products have reflected the firmness, and corn flour is accordingly quoted 10c per bag higher. Gold Dust cornmeal is quoted at $4.15 per bag and yellow cornmeal firm at $3.85. Graham flour and whole wheat flour have advanced in sympathy with the higher price for first patents flour, both Graham and whole wheat now being quoted at $5.05 to $5.10 per 98 pounds. Rolled oats are in firm market, the range being from $3.70 to $4 per bag, with oatmeal ranging from $4.30 to $4.65. There has been a good demand for cereals, and steadily firm prices are anticipated.

	Less than car lots	car lots
Barley, pearl, 98 lbs.	6 70	7 50
Barley, pot, 98 lbs.	4 75	5 50
Buckwheat flour, 98 lbs.	....	5 25
Corn flour, 98 lbs.	....	4 25
Gold-dust Cornmeal, 98 lbs.	....	4 15
Cornmeal, yellow, 98 lbs.	....	3 85
Graham flour, 98 lbs.	5 05	5 10
Hominy grits, 98 lbs.	....	4 25
Hominy, pearl, 98 lbs.	....	4 25
Oatmeal, 98 lbs.	....	4 65
Rolled oats, 990 lb. bags	3 70	4 00
Rolled wheat, 100-lb. bbls.	....	5 50
Whole wheat flour, 98 lbs.	6 05	6 10
Wheatlets, 98 lbs.	5 30	5 75
Peas, yellow split, bush.	7 50	7 75

Above prices give the range of quotations to the retail trade.

Mill Feeds All Go Up $1 Per Ton

Toronto

MILL FEEDS.—An advance of $1 per ton all along the line was made effective during the week on mill feeds, which now makes the price of bran in mixed cars $37, shorts $40, special middlings $44, and feed flour $53. Ontario oats are also higher by 1c per bushel, and Manitoba oats have increased by the same amount. There is a continued heavy demand for feed of all kinds, with the exception of bran, the consumption of which is falling off slightly. The higher prices have been due to the firmness in the grain markets.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	37 00	39 00
Shorts	40 00	42 00
Special middlings	44 00	46 00
Feed flour	53 00	55 00
Ontario oats, No. 2 (nominal)	0 71	0 72
Manitoba oats, No. 2 (nominal)	....	0 79¼

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, April 10.—Naturally in many lines wholesale business last week had a fillip due to the approach of Easter. It is satisfactory to be able to record that there has been no falling off so far. The unprecedentedly high prices of sugar and flour have not yet slackened off buying, although the expectation of an advance in each of these had stimulated buying by retailers last week. The potato market is firm and reports from pit districts indicate frost spoilage so that no reductions may be looked for. Butter is firm and stocks are low. Lard has advanced slightly. Cheese is steady at the last advance.

Sugar has advanced 65c per hundred, flour 40c per barrel. Potatoes are firm at $65 per ton. Cheese is also 1c per pound higher. Following are the quotations:

VANCOUVER, B.C.—		
Sugar, pure cane, granulated, 100 lbs.	8 95	...
Flour, first patents, Manitoba, per bbl., in car lots	11 10	....
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, per ton	....	75 00
Beans, Japanese, per ton	....	85 00
Potatoes, per ton	....	65 00
Lard, pure, in 400-lb. tierces, per lb.	....	0 26
Butter, fresh made creamery, lb.	....	0 49
Eggs, new laid, in cartons, per doz.	0 36	0 40
Cheese, new, large, per pound	....	0 28½

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 10.—Flour has advanced gradually and is now quoted at $5.35 per bag. Sugar made several advances during the week, to-day's quotation being $9.45 per hundred. Crisco advanced 50c a case at the end of the week and 70c yesterday. Mostly all laundry soaps made big advances of from 35c to 55c per case, white toilet soaps are considerably higher. Kellog corn flakes are up 45c per case and rolled oats are firm. Bacon is up ½c per lb. and is now quoted at 30c and 30½c per lb. Lard shows a decline of ½c, 3's now selling at $14.70 per case. Vancamps soups and beans are up 90c and $1.75 per case respectively. Advances are expected on small white beans and dried green peas.

CALGARY:		
Beans, small white, Japan, lb.	0 10½	0 12½
Flour, No. 1 patents, 98s, per bbl.	....	10 70
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 35
Rice, Siam, cwt.	....	4 70
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	9 45
Cheese, No. 1 Ontario, large	0 27	0 30
Butter, creamery, lb.	....	0 44
Lard, pure, 3s, per case	....	14 70
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Eggs, new-laid, case	7 75	8 25
Tomatoes, 2½s, standard case	4 50	4 75
Corn, 3s, standard case	3 60	4 00
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall case	5 00	5 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., April 10.—The entry of United States into the war was marked here by big sharp advances in many lines, nearly half the appended list changing last week, many lines several times. Almost without exception the changes were upward. All cereals and cereal products show substantial advances. Manitoba flour is quoted at $11.70 and Ontario $10.95, these prices are the highest in the recollection of the present generation of dealers, advances being 80 and 90 per cent. since war began. Cornmeal, granulated is selling at $8.25 with ordinary at $2.95. Buckwheat flour is now off the market. Sugar has jumped 65c making an advance of $1.05 in less than a month. Standard is now selling at $8.45 to $8.50 per hundred, No. 1 yellow at $8.05 to $8.10; Paris lumps at $9.75 to $10. with no United Empire or bright yellow on the local market. There are some case eggs at 35c per doz. Butter is now selling at 38c to 43c per pound, pure lard at 28c and compound lard at 20c to 20½c per pound. Standard peas are now selling at $2.80 per case, domestic sardines at $4.75 case and cream of tartar at 46c to 48c per pound. Advances have been recorded in candied peel, citron now selling at 29c to 30c per pound, orange and lemon at 25c to 26c. Grapefruit is 50c per case higher, being quoted at $5 to $5.50.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba	....	11 70
Ontario	....	10 95
Cornmeal, gran., bbls	....	8 25
Cornmeal, ordinary, bags	....	2 95
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.	....	8 50
Beans, white, bush	....	8 00
Beans, yellow-eyed	....	7 75
Rice, Siam, cwt.	5 25	5 50
Sago and Tapioca, lb.	0 11	0 12
Sugar—		
Standard granulated, cwt.	8 45	8 50
United Empire	7 70	7 75
Bright yellow	7 60	7 65
No. 1 yellow	8 05	8 10
Paris lumps	9 75	10 00
Cheese, N.B., twins	0 26	0 26½
Eggs, new laid	0 35	....
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 38	0 43
Lard, pure, lb.	0 28	....
Lard, compound	0 20	0 20½
American clear pork	49 00	50 00
Beef, corned, 1s	3 00	3 50
Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums	5 00	5 25
Sardines, domestic, case	....	4 75
Cream tartar	0 46	0 48
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12
Raisins, fancy, lb.	....	0 12¼
Raisins, seedless, lb.	....	0 13
Prunes, 90-100, lb.	0 11	0 11¼
Candied peel, citron	0 29	0 30
Candied peel, orange and lemon	0 25	0 26
Evaporated apples, lb.	0 12	0 12½
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 75
Lemons, Messina, box	4 50	5 00
Lemons, Cal., box	....	5 50
Oranges, Cal., box	4 00	4 75
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	5 00	5 50
Potatoes, bbl.	5 25	5 50
Onions, per 100-lb. bag	10 00	11 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 10.—Flour has advanced 50c per bbl. and is now quoted at $10.80. Rolled oats bails have jumped to $3.90. Sugar advanced 20c on April 6, and 25 cents on April 9, bringing the quotation up to $9.14. Cheese has advanced 2c and is now 30c per lb. Eggs are quoted at 26c and 27c per doz. Crisco has made two advances and is now $9.90 per case. Cotalene is up to 20¼c. Canned corn has jumped about 30c per case and is quoted at $3.75. Soap and soap powder and all lines of laundry soaps have advanced 20c to 75c per case. Olives are higher this week. Canned pineapples are scarce and an advance is expected. Cornmeal has advanced, 49's being quoted at $1.80 and 10's at $4.10. Starch is up ½c and an advance in canned milks is expected. Biscuits are up 1c. Cornflakes have gone up from 40c to 50c per case. Kelloggs being quoted at $3.40.

REGINA—		
Beans, small white Japan, bush.	....	7 00
Flour, No. 1 patents, 98s, per lb.	....	10 80
Molasses, extra fancy, gal.	....	0 77
Rolled oats, bails	....	3 90
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 09¾
Sugar, pure cane, granulated, cwt.	....	9 14
Cheese, No. 1 Ontario, large	....	0 30
Butter, creamery, lb.	....	0 40
Lard, pure, 3s, per case	....	14 60
Bacon, smoked sides, lb.	....	0 30
Bacon, smoked backs, lb.	....	0 28
Eggs, new-laid	0 26	0 27
Tomatoes, 3s, standard case	....	4 50
Corn, 2s, standard, case	....	3 75
Peas, 2s, standard, case	....	2 80
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 15
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall, case	6 85	7 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 28
Bacon, roll	0 23	0 24

PRODUCE AND PROVISIONS

Hog Products Are Variously Advanced

Montreal

PROVISIONS.—Owing to the small supplies of hogs coming in, and their unsatisfactory finish in general the market for all lines of pork products is very firm indeed, and in several lines there have been stiff advances since our last issue. Medium hams now quote 28 cents to 29 cents per lb., plain backs have advanced, and roll bacon is up a cent. Dry salt meats are also advanced a cent a pound. Cooked hams have advanced, and boiled and roast shoulders are up a couple of cents. Pure lard is particularly scarce, and higher, by the elimination of the lower range of last week's quotations and close shading of the quotations made. Shortening is also higher due to the high price of cotton seed oil.

Hams—		
Medium, per lb.	0 28	0 29
Large, per lb.	0 25	0 25½
Backs—		
Plain	0 30	0 32
Boneless, per lb.	0 32	0 34
Bacon—		
Breakfast, per lb.	0 30	0 31
Roll per lb.	0 24	0 25
Dry Salt Meats—		
Long clear bacon, ton lots	0 21	0 22
Long clear bacon, small lots	0 21½	0 22½
Fat back, lb.	0 20	0 21
Cooked Meats—		
Hams, boiled, per lb.	....	0 40
Hams, roast, per lb.	....	0 42
Shoulders, boiled, per rib	0 33½	0 34½
Shoulders, roast, per lb.	0 34	0 34½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 25
Tubs, 60 lbs.	....	0 25¼
Pails	....	0 25½
Bricks, 1 lb., per lb.	....	0 26
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 19¼	0 13½
Tubs, 50 lbs.	0 19¾	0 20
Pails, 20 lbs., per lb.	0 20½	0 20¾
Bricks, 1 lb., per lb.	0 20¾	0 21

Poultry Used Freely Following Easter

Montreal

POULTRY.—As had been anticipated there was a very good general demand for all kinds of poultry for Easter, and the season of feasting following Lent was well marked in this line of consumption. Very few shipments of fresh killed fowls, however, arrived in the poultry market so that withdrawals from cold storage were quite satisfactory to dealers throughout the city. Prices for the various poultry lines remain steady for the present.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	0 25	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	0 25
Turkeys (old toms, dressed, lb.)	....	0 31
Turkeys (young)	....	0 33

Counrty Eggs Come With Easter Rush

Montreal

EGGS.—Deliveries of eggs in Montreal last week (that is for the week ending April 7) were 12,943 cases as compared with 8,170 cases for the previous week, and 10,821 cases for the corresponding period last year. Most of the dealers received far more eggs than they could sell, and at time of writing the market is a good deal weaker for both buying and selling. The Chicago market is very bullish, but Canadian dealers declare that they are going to buy their eggs cheaper than Chicago quotations this year as they have no faith in the American market at present high prices. If we have a surplus of eggs in Canada this year, we must export them, though space is difficult to get and steamships are quoting ten cents per dozen Ocean Freight, which means just double the rate last year. The roads in the country in many districts are in very bad condition, but dealers believe that deliveries during the current week may be very heavy. Production of eggs in the middle West has already set in, and several car-loads of Manitoba and Western eggs are on the way East at Prices much cheaper than Eastern Canadian eggs have been quoted recently. The general buying price for eggs in the country during the current week will be around 30 cents to stores, although some dealers may be able to quote prices one or two cents less.

Eggs—		
New laid	0 35	0 36

Butter Market Now Showing Spring Trend

Montreal

BUTTER.—There is not much activity in the butter market in Montreal at present, though the difference between storage and fresh made butter grows more noticeable, and price quotations begin to show more favor for fresh made butter. Supplies in storage are holding out well against the arrival of the new made butter supplies which are coming in now more liberally. Much milk it is said is to be diverted this year to the creameries and cheese factories, so production of butter should be large. Some alteration in prices will be noted this week.

Butter—		
Creamery, prints (storage)	0 42½	0 44
Creamery, prints (fresh made)	0 42½	0 43½
Creamery, solids (fresh made)	0 42	0 43
Dairy prints, choice, lb.	0 37	0 38
Dairy prints, lbs., in tubs	0 35	0 37
Bakers	0 30	0 33

Cheese Arriving More Plentifully

Montreal

CHEESE.—New cheese is now coming forward to the market, and as the factories are receiving supplies of milk more freely, the arrivals of cheese will soon be very much augmented. Already the figures of cheese arrivals are ahead of the records for this time last year. The 1916 figures for the week ending April 8 are 1,624 boxes of cheese. This year for the week ending April 7 there arrived in Montreal 1,770 boxes of cheese. Stored supplies in Montreal are low, but most of the export cheese is now across the Atlantic. Some few consignments are held still to ripen for special requirements. Western cheese is coming in, and commanding from 23½ to 24 cents a pound to the jobber. Fancy old cheese is dwindling in stock, and costing more this week by a cent and a half a pound.

Cheese—		
Large (new) per lb.	0 27¼	0 28
New twins, per lb.	0 28	0 28¾
Triplets, per lb.	....	0 28¾
Stilton, per lb.	....	0 30½
Fancy old cheese, per lb.	....	0 32..

Honey Dwindles; Maple Sap Flows

Montreal

HONEY, ETC.—Very little honey remains in the hands of wholesalers, but the retail market keeps this product quite freely before the public and moderate prices though the new crop is still far distant. Honey prices remain meantime as quoted for the past week or so. Maple syrup is coming on to the market now, most retailers having new season's syrup to sell, and as low as $1.40 per gallon was being asked for this at Bon Secours Market where the general public do considerable shopping. Nevertheless $1.40 per Imperial gallon was the price asked of one large wholesale firm for maple syrup in the country, and this firm was selling to the retail trade at $1.70 per gallon. The weather during the past week was not very good for sap, the first two days were fine, but later the weather was stormy and wet. The current week has shown a few frosty nights and sunny days, and a good run of sap may yet be secured. High prices and good demand are anticipated.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 13	0 13½
Buckwheat, 60-lb. tins, per lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15¼
Clover, 60-lb. tins	....	0 14¼
Comb, per section	0 18	0 19

Meats Are Higher; Lard Advances 1c

Canadian Market Followed High Prices Being Paid in Chicago Market— Live Hogs Easier

Toronto

PROVISIONS.—There was a decided firming tendency in meat products during the week, with the exception of live hogs, in which there were slightly lower

prices. With the high prices being paid on the Chicago market, the local market advanced in sympathy. Medium hams are quoted 2c higher in certain instances and large hams 1c up. Boneless backs are also 1c up, and bacon has advanced 1c to 6c per pound in certain instances. Dry salt meats are also up 1c, and there has been a good demand for barrel pork from country districts, with a generally upward tendency, an advance of $1 being recorded in mess pork, $2 in short cut backs, and $1 to $2 in pickled rolls. Pure lard has advanced ½c to 1c, and compound has advanced ¼c to ½c per pound. There is a firm situation in lard, but much depends on the attitude of the Government of the United States in the controlling of food prices. Consumption of lard is falling slightly as compared with compound lard. People in their homes are more economical in the use of fats and oils, and this has made a noticeable decrease in the use of lard. Live hogs are slightly easier, off cars being quoted down to $16 to $16.15, with fed and watered hogs at $15.75 to $16. The run of hogs is now lighter, and packers anticipate the heaviest deliveries for spring are over.

Hams—		
Medium, per lb.	0 28	0 30
Large, per lb.	0 26	0 27
Backs—		
Plain	0 32	0 33
Boneless, per lb.	0 36	0 37
Bacon—		
Breakfast, per lb.	0 30	0 35
Roll, per lb.	0 26	0 27
Wiltshire bacon, per lb.	0 30	0 34
Dry Salt Meats—		
Long clear bacon	0 22	0 23
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 39	0 40
Hams, roast, per lb.	0 40	0 42
Shoulders, boiled, per lb.	0 35	0 36
Shoulders, roast, per lb.	0 35	0 37
Barrel Pork—		
Mess pork, bbl., 200 lbs.	42 00	43 00
Short cut backs, bbl. 200 lbs.	44 00	46 00
Pickled rolls, bbl. 200 lbs.	41 00	45 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 25	0 25½
Compound tierces, 400 lbs., per lb.	0 18¾	0 19¼
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	22 00	22 50
Live, off cars	16 00	16 15
Live, fed and watered	15 75	16 00
Live, f.o.b.	....	....

Dairy Butter Scarce; Creamery in Good Supply

Toronto

BUTTER.—There is a scarcity of dairy butter in the market at present, and prices have accordingly been somewhat firmer during the week for this class by 1c per pound. Creamery butter, however, is in good supply, and the price held steady during the week. Stocks locally are fairly heavy, as they are 4,000 packages greater at present than at the same time last year. Butter is now at such a price that it could be exported to the United States advantageously, but the preservative materials which the Government allows to be put into the butter effectually drives it from the American market, as the inspection for such materials is very stringent in the United States. Creamery solids are quoted down 3c per pound at 39c to 40c.

Creamery prints, fresh made	0 43	0 44
Creamery solids	0 39	0 40
Dairy prints, choice, lb.	0 39	0 40
Dairy prints, lb.	0 35	0 36
Bakers	0 28	0 29

Production of Eggs More Than Consumption

Toronto

EGGS.—The production of local eggs is now greater than the consumption, and commission men state the price of eggs will have to go down to a storing basis. Just at present the market has been governed by the Chicago price, which is largely a speculators' market, and does not represent the real value of the eggs for a storing commodity. Prices are easier locally by 2c per dozen, in cartons now being quoted at 38c to 39c, and ex-cartons 36c to 37c. There were no Chicago eggs in the local market during the week. The Easter demand for eggs was good.

Eggs—		
New laid, cartons	0 38	0 39
New laid, ex-cartons	0 36	0 37

Production of Cheese Is Getting Heavier

Toronto

CHEESE.—With the starting of additional cheese factories in the eastern section of Ontario during this month, the supply of new cheese is becoming more plentiful. It is anticipated that within another week or ten days the production will be still more marked, as a larger number of factories will then be under way. Old cheese, however, is scarce and prices are holding firm. New cheese shows an inclination toward slightly easier prices.

Cheese—		
New, large	0 27	0 28
Old, large	0 28½	0 29
Stilton	0 28½	0 30

Some Fresh Turkeys Find Way to Market

Toronto

POULTRY.—Some dressed turkeys are reaching the market now, as producers at this season of the year are inclined to get rid of their goblers. Produce men are paying 24c for them, but the price will in all probability be lower in the near future. Spring chickens are also finding their way to the market in larger numbers. The price is high, 45c per pound being paid for them. From this time forward it is expected they will reach the market in increasing numbers. Live hens are slightly firmer in price, being quoted 23c to 25c. There is a continued good demand for these.

Roosters, live, per lb.	0 20	0 22
Hens, live, per lb.	0 23	0 25
Hens, fresh, dressed, per lb.	0 23	0 24
Turkey goblers, dressed, fresh	....	0 24
Spring chickens, lb.	....	0 45

Prices are those paid at Toronto by commission men.

Maple Syrup Coming to Market Slowly

Toronto

HONEY, MAPLE SYRUP.—New crop maple syrup has been reaching the market in rather meagre quantities so far this spring. Weather conditions for the past few days have been favorable to sap running with the comparatively warm days and frosty nights. Quebec syrup has not come into the market to any great extent as yet, but is expected in larger quantities in the near future. Syrup that has arrived is selling well. Honey held in a steady market during the week, with demand declining.

Honey—		
Clover, 5 and 10-lb. tins	0 13½	0 16
60-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
5-lb. tins	1 00	1 15
Gallons, Imperial	1 25	1 50

Decline In Live Hogs; Lard Is Advancing

Winnipeg

PRODUCE AND PROVISION.—Hogs dropped last week 75c per cwt. owing to heavy deliveries, especially in Eastern Canada, where hogs had been held up on account of bad roads. There is every indication of liberal receipts from now on. All provision prices are higher. There has been a big advance in barrelled pork, which is now offering at 45.00. Lard, both shortening and pure, is higher again this week. Pure lard is on a tierce basis of 24c, and shortening 17¼c, the latter being an advance of ¼c during the past week. Dealers are predicting a very high market on lard, attributing it to shortage of stocks in the South, and to export demand. Eggs:—Receipts were liberal all last week, but the Easter demand helped prices up, as well as the fact that Eastern markets showed considerable strength. Several cars were sent East from this district. With the Easter demand over, however, we look for considerably lower prices next week. Butter:—The undertone of the market has been rather weak, as fresh-made has been coming along quite freely. The creameries are asking 39-39½c in solids; price to the trade in cartons, is 41c. Storage stocks are practically nil. Small lots of No. 1 have changed hands in a jobbing way during past week, which are selling to the trade at 40c. Receipts of dairy have been light; prices are unchanged. Cheese continues firm at the same prices.

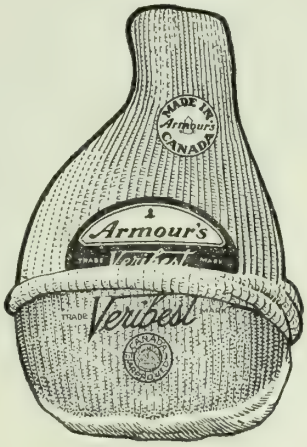
Hams—		
Light, lb.	0 29	0 29½
Medium, per lb.	0 27	0 28
Heavy, per lb.	0 25	0 26
Bacon—		
Breakfast, per lb.	0 29½	0 30
Breakfast, select, lb.	0 35	0 36
Backs, regular	0 29	0 30
Backs, select, per lb.	0 31	0 32
Dry Salt Meats—		
Long clear bacon, light	0 23	0 23½
Backs	0 24	0 24½
Barrelled Pork—		
Mess pork, bbl.	....	45 00
Lard, Pure—		
Tierces	....	0 24
20s	....	4 00
Cases, 5s	....	15 00
Cases, 3s	....	15 15
Lard, Compound—		
Tierces	....	0 17¾
Tubs, 50s, net	....	8 75
Pails, 20s, net	....	3 50
Butter—		
Fresh made creamery, No. 1, cartons	....	0 41
No. 1 storage	....	0 40
No. 2 storage	....	0 38
Fresh Eggs—		
New laids	29 00	30 00
Cheese—		
Ontario, large	29 00	30 00

The Retail Merchants' Association of Canada, Inc., Winnipeg Branch, have moved from their former offices at 211 Chambers of Commerce to 305-306 Quebec Bank Building, 218 Portage Avenue.

Say— "Armour's"

to your customers, and you need say no more. The transaction is completely safe—quality and value are given—and there can be no complaints. Make Armour's Veribest your leader in

HAMS
LARD
BACON
SAUSAGE



Armour's Veribest
TRADE MARK

Canned Meats, Fish, Eggs, Grape Juice and other Oval Label Products, are positive trade-winners. This Armour Line is "Made in Canada"—at Hamilton.

A big collection of Armour Store Signs and advertising material is at your service. Ask the Armour salesman, or write us direct.

Armour's QUALITY PRODUCTS

ARMOUR AND COMPANY
HAMILTON, ONTARIO, CANADA
1430



Lines That Pay and Please

Bowes
TRADE MARK

PURE FOOD PRODUCTS

Your greatest source of satisfaction is in the knowledge that the lines you handle please. This is the only foundation upon which you can build a profitable, successful business.

Bowes' Products Never Fail to Please.

The Bowes Company, Limited
70-76 Front St. E., Toronto

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

The Grape Juice to please every customer

The highest degree of Grape Juice perfection has been reached in the manufacture of

Barnes

From the time the luscious Concord Grapes are picked in our own vineyards until the finished Grape Juice reaches your displays we take every possible precaution to make Barnes quality all that the most particular customer could desire.

Hence the Barnes sales are always growing, putting good profits in grocers' cash drawers every day. It will do the same for you. Stock up.



The Ontario pe Growing and Wine Mfg. Company

ST. CATHARINES, ONTARIO

Treat your customers to something unusually good

Get them acquainted with the delicious goodness, the rich, appetizing wholesomeness of *The Two Royals*, the Made-in-Canada Salads that are selling briskly in every community.

Royal Salad Dressing is a steady favorite throughout the year. Results will always justify a little selling effort on the part of the grocer.

Royal Mayonnaise. Every drop of this delightful fruit salad dressing will win favor with your customers. Its popularity is rapidly increasing.

Stock up with the *Two Royals* and watch your profits grow.

HORTON-CATO MFG. CO.

Windsor, Ont.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90
8-oz.	2 55	2 50
12-oz.	3 85	3 75
16-oz.	4 90	4 80
2½-lb.	11 60	11 35
3-lb.	13 60	13 35
5-lb.	22 35	21 90

F.O.B. Montreal, or F.O.B. jobbers' point subject to jobbers' regular terms.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 20
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vactop Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	2 40
Currant, Black	2 50
Plum	2 30
Pear	2 30
Peach	2 30
Raspberry, Red	2 50
Raspberry and Red Currant	2 40

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Pts., Tiger	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case.	$4 10
5 lb. tins, 1 doz. in case.	4 70
10 lb. tins, ½ doz. in case	4 40
20 lb. tins, ¼ doz. in case	4 25
Perfect seal glass jars in the case	2 40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe, Quaker.

	Per doz.
Individual Baked Beans, Plain 80c, or with Sauce, 4 doz. to case	0 90
1's Baked Beans, Plain, 4 doz. to case	0 95
1's Baked Beans, Tomato Sauce, 4 doz. to case	1 15
1's Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $1.85 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, ... doz.; 2's, Chili Sauce, $3 doz. The above 2 doz. to case. 10's, ½ doz. per case, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 80
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 30
2's Tin, 2 doz. per case	3 20
4's Tin, 12 pails in crate, per pail	0 59
5's Tin, 8 pails in crate, per pail	0 72
7's Tin or Wood, 6 pails in crate	0 94
14's Tin or Wood, 4 pails in crate, per lb.	0 14½
30's Tin or Wood, one pail only, per lb.	0 14½

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case.	....

CEREALS

WHITE SWAN	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Health Flour, 5 lb. bags, per doz.	3 60
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25 pkgs.	4 50
Wheat Kearnels, 2 doz. to case	2 70

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 22
Soluble, bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, ½s, 12-lb. boxes, per lb.	0 36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

"It's all Right"



New Prices

Note the new Comfort Soap prices:

Single case, $5.00 per case
5 case lot, $4.95 per case
10 case lot, $4.90 per case

Freight prepaid on 5 case lots and up.

These saleable premiums given with 5 and 10 case lots increase your profit at least 36c. per case.

Comfort Lye—as strong and pure as any sold in Canada—

18 cans FREE with 5 case order Comfort Soap.
36 cans FREE with 10 case order Comfort Soap.

Handy Ammonia—the equal of anything on the market—

18 ten cent pkgs. FREE with 5 case order Comfort Soap.
36 ten cent pkgs. FREE with 10 case order Comfort Soap.

All our goods carry the Premium feature to the public through the coupon that goes with every package.



Pugsley, Dingman & Co., Limited
TORONTO

We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.

Bacon

A choice bit of Bacon after the Lenten Season will be relished by your customers. None better than Fearman's "Star Brand." Order now.

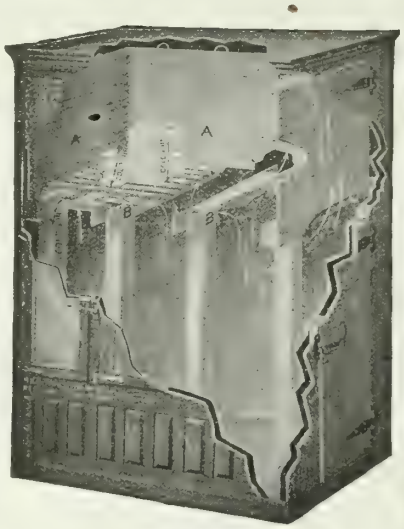
Made Under Government Inspection.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address.

Representatives:—James Rutledge, Phone St. Louis 876, 2606 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by

The W. A. Freeman Co., Limited
HAMILTON - - CANADA

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections.	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 33
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. bxs.,	
Chocolate ginger, 5-lb. bxs.,	0 40
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 95
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES
DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can.	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can.	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.
CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 40
Jersey Brand, Hotel, each 24 cans	5 40
Peerless Brand, Hotel, each 24 cans	5 40
St. Charles Brand, Tall, each 48 cans	5 50
Jersey Brand, Tall, each 48 cans	5 50
Peerless Brand, Tall, each 48 cans	5 50
St. Charles Brand, Family, each 48 cans	4 90
Jersey Brand, Family, each 48 cans	4 90
Peerless Brand, Family, each 48 cans	4 90
St. Charles Brand, small, each 48 cans	2 40
Jersey Brand, small, each 48 cans	2 40
Peerless Brand, small, each 48 cans	2 40

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 00
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, each 24 cans	5 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 37

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 00
2 oz. bottles, per doz., weight 4 lbs.	1 00
2½ oz. bottles, per doz., weight 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 10

W. CLARK, LIMITED, MONTREAL

$2.75; 1s, $3.50, 2s, $9.00; 6s, $34.75; 14s, $68.00.

Roast Beef, ½s, $2.75; 1s, 3.50; 2s, $9.00; 6s, 34.75.

Boiled Beef, 1s, $3.50; 2s, $9.00; 6s, $34.75.

Jellied Veals, ½s, $2.75; 1s, $3.50; 2s, $7.00.

Corned Beef Hash, ½s, $2.00; 1s, $2.50; 2s, $4.50.

Beefsteak and Onions, ½s, $2.75; 1s, $3.50; 2s, $9.00.

THEY SELL ALL DAY EVERY DAY

THE first customer who enters your store will probably spend 5 cents for a package—and it means a 50% profit for you. And so it will keep up all day—and every day.

Calculate how many customers you serve a day. Each is good for an extra 5-cent sale—if you make a bid for it.







Suppose you serve 100 persons in your store a day, and that you induce each one to buy a 5-cent package of Mintees, O-Pee-Chee Chewing Gum, or Krackley-Nut. It will mean probably $1.50 profit to you a day—more—$40 a month. **Earned out of extra business on 5-cent sales.**

Give these goods display on your counters. They are money-catchers and profit-makers. **Go after the loose change business.**

Order from your jobber. Handsome Dealers' Aids supplied on request.

O-Pee-Chee Gum Co.
Limited
LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

A single sale of Brunswick Brand means continuous re-orders



It is not only during the Lenten weeks that the demand for Connors Bros.' delicious sea-foods is worth catering to. Every day of every week throughout the entire year

Brunswick Brand Sea Foods

are dependable sellers. They win the enthusiasm of the housewife. Their delectably satisfying flavor and sweet wholesomeness attract continued re-orders to the dealer stocking them.

Here's our list. Select your requirements and write to-day.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops



Connors Bros., Limited

Black's Harbor, N.B.

Cambridge Sausage, 1s, $3.00; 2s, $5.50.

Boneless Pigs' Feet, ½s, $2.00; 1s, $3.50; 2s, $8.00.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.00; 1s, $3.00; 4s, $20.00.

Sliced Smoked Beef, glass, ¼s, $1.50; ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.50.

Ham and Veal, ½s, $2.00.

Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, $2; Ham, Tongue, Venison, $1.50.

Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.

Ox Tongues, Glass, 1½s, $12; 2s, $14.

Mincemeat, Hermetically Sealed Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c. lb.
In 85 lb. Tubs, 14½c. lb.
In Glass, 1s, $3.00.

Clarke's Peanut Butter — Glass Jars, ¼, $1.22; ½, $1.70; 1s, $2.25; 50 lb. Pails, 20c.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz., —

Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2.15.
Individuals, 80c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.50.
Individuals, 90c doz.

Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.50.
Individuals, 90c doz.

Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.

Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.

Clark's Chateau Chicken Soup, —

Clark's Chateau Concentrated Soups, $1.15.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.15.

Sphaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre, cs.	8 00
Neptune	8 50
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

NATURAL MINERAL WATER

Evian, Source Cachat, 50 bottles, cs.	9 50

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 20
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	0 95
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 15
Club Soda, Trayders, cs., 6 doz., splits, doz.	1 05

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 37
Princess Blend, 50 and 30-lb. tins, lb.	0 34

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEENE'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 doz.	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90
List Price	

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES	5c Round litho. dredge Per doz.	10c Oval lith. dredge. 2 oz. Per doz.
Allspice	$0 48	$0 90
Arrowroot, 4 oz. tins, 90c.	....	....
Cayenne	0 48	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 48	0 90
Cinnamon whole, 5c. pkgs., window front, 45c.	....	....
Cloves	0 48	0 90
Cloves, whole, 5c. pkgs., window front, 45c.	....	....
Curry powder	....	....
Ginger	0 48	0 90
Mace	1 25	....
Nutmegs	0 48	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 48	....
Pepper, black	0 48	0 90
Pepper, white	0 52	0 95
Pastry spice	0 48	0 90
Pickling spice, window front, 90c.	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

Golden Orange Brand
California Navels

IN A CLASS BY THEMSELVES

Quality Exceptionally Fine Just Now

THIS Brand is the first selection from 6000 acres, grown and packed by The Arlington Heights Fruit Company, Riverside, California. They are trade winners.

Order this brand from

"The House of Quality"

HUGH WALKER & SON

GUELPH, ONT.

Established 1861

Strawberries
Pineapples
Cauliflower
Celery
Asparagus

Fresh seasonable lines now arriving from the south.

Headquarters for the best the market affords.

WHITE & CO., LIMITED

Wholesale Fruit and Fish

TORONTO and HAMILTON

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits Cranberries, etc.

25 CHURCH ST. TORONTO

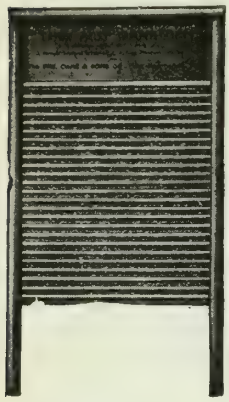
If any advertisement interests you, tear it out now and place with letters to be answered.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the

NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO

? ? ? *Ask us for*

Wrapping Papers

Twines

Brooms Brushes

Parchment Butter Paper

Printed and Plain

PROMPT SHIPMENT

WALTER WOODS & CO.

HAMILTON and WINNIPEG

INDEX TO ADVERTISERS

A

Ackerman, H. W. 15
Adam, Geo. 14
Armour & Co. 45

B

Babbitt's Cleanser 19
Bain, Donald H., Co. 13
Benedict, F. L. 56
Benjamin, Moore Co., Ltd. ... 22
Betts & Co. ....Inside back cover
Borden Milk Co. 1
Bowes & Co. 45
B. & L. Manfg. Co. 55

C

California Associated Raisin Co. 17
Campbell Bros. & Wilson 4
Cane, Wm., & Sons 54
Catelli, Co., C. H. 2
Channell Chemical Co. .....
Inside front cover
Clark, W., Ltd. 5
Climax Baler Co. 19
Cockburn, F. D. 12
Connors Bros. 50
Commercial Underwriters 56

D

Davis & Sons, S. 11
Denault Grain & Provision Co. 16
Direct Supply Assoc. 56
Dominion Salt Co. 19

E

Eckardt, H. P., & Co. 51
Edwards, Chas. M. 8
Escott, W. H., Co. 13
Eureka Refrigerator Co. 21

F

Fearman, F. W., Co. 48
Freeman, The W. A., Co. 48
Furnivall-New, Ltd. 8

G

Gagne, G. 16
General Sales Co. 20
Gillespie, Robert, & Co. 13-20
Grant, C. H. 14
Guelph Soap Co. 9

H

Hamblin-Brereton Co., Ltd. .. 15
Hargreaves Canada Limited .. 9
Harper Presnail Cigar Co., Ltd. 9
Hobart Mfg. Co. 18
Horne, Harry, Co. 15
Horton-Cato Mfg. Co. 46
Hop Malt Co. 56

I

Imperial Rice Milling Co. 18
International Safe & Register Co. 17

J

Japan Tea Co. 3
Jarvis, S. J., & Co. 45

K

Knox Co., Chas. B. 10

L

Lambe, W. G. A. 15
Lemon Bros. 53
Lever Bros. 47
Leacock & Co. 20

M

Magor, Son & Co., Ltd. 22
Malcolm Condensing Co. 10
Mann, C. A., & Co. 52
Marsh Grape Juice Co. 19
MacLure & Langley, Limited . 15
McCabe, J. J. 53
McLellan Import 18
McVitie & Price 20
McWilliams & Everist 53
Millman, W. H., & Sons 15

N

National Cash Register Co. of Canada, Limited 7
National Licorice Co. .....
Inside back cover

O

Oakeys 56
Ontario Grape Growing and Wine Mfg. Co. 46
O Pee Chee Gum Co. 49

P

Paine Co., Ltd., John B. 8
Patrick, W. G., & Co. 15
Perry, H. L., Co. 12
Pennock, H. P., & Co. 12

R

Red Rose Tea Co. 21
Regina Storage & Forwarding Co., Ltd. 14
Rock City Tobacco Co. 11
Rose & Laflamme, Ltd. 16

S

Sarnia Barrel Works 56
Scott-Bathgate Co., Ltd. 12
Smith, E. D., & Son ...Back cover
Smith & Proctor 16
Specialty Paper Bag Co. ... 52
Spratts ..... Inside back cover
Standard Cocoanut Mills 8
Stephenson-Blake 15
Stevens-Hepner Co., Ltd. 17

T

Tanguay, A., & Co. 16
Taylor & Pringle 55
Thum, A. & O. 56
Tilley & Son, John 18
Trent Mfg. Co. 56
Toronto Butchers' Supply .. 56
Toronto Salt Works 56
Turgeon, E. 16

V

Varty, Geo. S. 15

W

Walker, Hugh, & Son 53
Walsh, Martin M. 15
Watson & Truesdale 13
Webster, W. R., Co. 6
Western Manfg. Co. 55
Wetheys 55
White & McCart 15
White & Co. 53
Whittemore Bros. Corp. 6
Woods, Walter, Co. 54

BUY

WETHEY'S ORANGE MARMALADE

BOTH QUALITY AND PRICES ARE RIGHT

A neat little seller for your window and counter displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

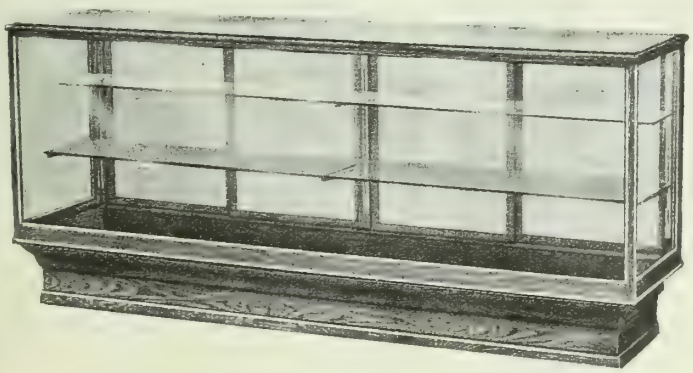
Mr. Storekeeper:

The goods contained in this can are manufactured in Canada by Canadians.

When this country is struggling for its existence, it is up to you to push Canadian-made goods when they are as good and put up as well as any American goods on the market.

The B. & L. Manufacturing Co., Limited
Sherbrooke, P.Q.





Why waste money on expensive show cases?

Our Western Display Case is the biggest thing ever conceived in the line of a handsome, practical and reasonably priced show case.

Every detail of its construction is up-to-date. Simplicity, reliability and correctness are its outstanding features. You cannot afford to miss such a bargain.

Investigate. Get full particulars. Write to-day to

The Western Mfg. Co., Limited
REGINA, SASK.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

CLERK FOR A GENERAL STORE WITH one or two years' experience. Apply with references, stating terms, to Lewis Bros. Richmond, Ontario.

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

LABELLING MACHINE, SUITABLE FOR pound glass jars, four-pound tins, etc. Must be guaranteed. Glassco, Limited, Oakville, Ontario.

AGENT WANTED.

WANTED A GOOD SALESMAN TO CARRY a side line, calling on Butchers, Grocers, and General Stores, with good saleable articles. Box 224, Canadian Grocer.

FOR SALE

AN EXCELLENT OPPORTUNITY TO SECURE a business that has been going continually for 29 years. Stock about $2,500, consisting of groceries, patent medicine, stationery, wall paper, china, crockery. A good opening to add staple dry goods and shoes. Will rent or sell store. Owner wishes to retire. Apply to E. Richards, Melbourne, Ontario.

FOR SALE -WELL ESTABLISHED GENeral store business. Owner wishes to retire. Also land and buildings. Address Box 225, Canadian Grocer.

Make your genuine but strictly temperance

Lager Beer

at home with pure

Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY

Dept. 52. Beamsville, Ontario

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE WELLINGTON POLISH

JOHN OAKEY & SONS, LIMITED LONDON ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are Wholesale Importers of

Peanuts Canned Crab

Oriental and Australian Goods

Canadian Distributors of

"WASHCLEAN"

Gold Medal Labor Saver for

Washing Clothes Without Rubbing

2,000,000 users

Direct Supply Association

509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER

ADEL. 760 WASTE PAPER

E. PULLAN TORONTO

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.

COMMERCIAL UNDERWRITERS

36 James St. South Hamilton, Ontario

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

30 DOZ. CASE FILLERS

ONE DOZ. CARTON FILLERS

¾-INCH CUSHION FILLERS

CORRUGATED FLATS

THE TRENT MFG. CO., LTD.

TRENTON - ONTARIO

Toronto Butchers' Supply Co.

LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

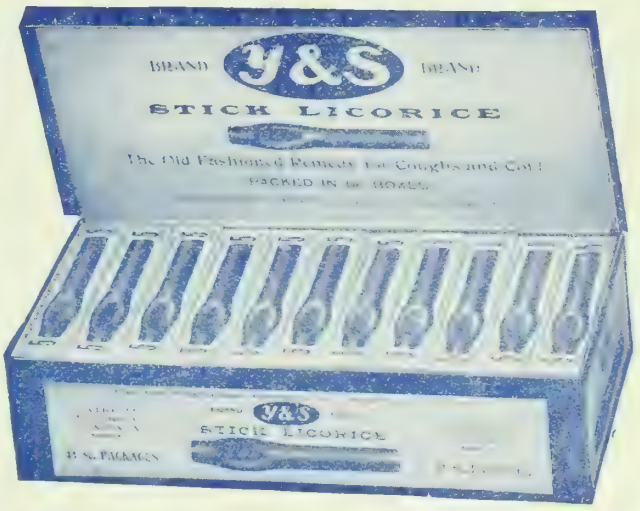
SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England
846

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL







THREE WINNERS

Picked from a line known to the Canadian Grocery Trade as the embodiment of quick-selling, profit-making quality, these three E. D. Smith 100% Pure Products are worthy of a foremost place in your displays.

Every sale is a forerunner of others. Profit by the ever-growing demand.

Stock them.

E. D. Smith & Son, Limited

WINONA, ONT.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, APRIL 20th, 1917 No. 16

RICE



IT may safely be said that Rice offers your customers more real food value for the money than any other product. The prohibitive prices of potatoes and the general high cost of foodstuffs have done much to enhance the popularity of Rice as a staple article of diet.

TAKE advantage of this by constantly featuring and suggesting Rice to every customer. Rice makes an ideal substitute for the expensive potato. Tell the housewife about it. Get her into the "Rice habit."

Stock up with "Mount Royal Mills" brands.

Mount Royal Milling & Mfg. Company

D. W. Ross, Agents, Montreal

GIVE THEM THE BEST

St. Lawrence DIAMOND Sugars

This old and popular brand is still growing in favor.

Merchants will consult their own best interests by giving their customers the best sugars on the market.

ROYAL ACADIA SUGAR

The unbeatable goodness of Royal Acadia Sugar

is something to bank upon for customer satisfaction and good, generous profits.

Most good housewives will readily acknowledge its absolute purity, for it is one hundred per cent. sweet and entirely dependable all the time. Are you a Royal Acadia Grocer?

Every Grain is Pure Cane.

The Acadia Sugar Refining Co. Limited
Halifax, Canada

Borden's *and* Big Business



Borden's have been favorites for over Fifty Years

The one follows the other as a general rule. Dealers who feature Borden Products will tell you that they are a mighty good line to push, giving that absolute customer-satisfaction which always spells bigger business and better profits.

Now is a particularly opportune time to start things going by featuring a representative display of Borden's in your windows, show case, shelves, etc.

Look over your stock to-day and see if it doesn't need replenishing.

THE Borden Milk Company, LIMITED

"LEADERS OF QUALITY"

MONTREAL

Branch Office, No. 2 Arcade Building, Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

GROCERS

An Opportunity to protect yourself against the impending shortage of food-stuffs.

When Buying jams, jellies, pickles, etc., in glass insist that the packages are sealed with Anchor Caps.

They are absolutely air and liquid-tight; they are the best protection now on the market against mold and contamination. They prevent leakers. Housewives are demanding goods packed under Anchor Caps, as they preserve the sweet purity of every product on which they are used.

Communicate with us; we will gladly furnish information regarding Anchor Caps.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

PAINTS

are profitable sellers in General Merchant Stores

And we want every General Merchant to prove this truth by writing for one of our

Assorted Trial Shipments at the very special price of $2.60 per gallon.

Moore Paints are sold on a straight guarantee of *money-back if not perfectly satisfactory.* That means real customer-satisfying sales and good profits for the dealer.

Try this offer for what it is worth. Write us to-day.

Benjamin Moore and Co., Ltd., West Toronto



RED RASPBERRY JAM

E.D.S. 100% PURE RASPBERRY JAM IS IN A CLASS BY ITSELF.

THE DEMAND IS LARGE AND IS BEING CONSTANTLY INCREASED BY OUR CONSUMER ADVERTISING.

ORDER YOUR REQUIREMENTS TO-DAY.

E. D. Smith and Son, Limited

WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; Donald H. Bain Co., Alberta.

Like the rolling Snowball

FIRST of all there is a good profit for the grocer on every bottle. Then comes ever-increasing turn-over, due to a Canada-wide reputation of no less than thirty years' standing. That is why dealers everywhere are making money with

Shirriff's
True Vanilla



The housewife demands it because she knows its quality—Shirriff's is 50 percent. stronger than Government standard. It is made from the finest Mexican beans by our secret process that covers a whole year. No wonder she wants it! Let her have it. Order a case now.

Imperial Extract Co.
TORONTO

FINEST CRYSTAL GELATINES
Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

A Scientific Cleanser

The cleaning of toilet bowls requires the application of chemistry. After many experiments, a compound was produced to accomplish the result.



Sani-Flush

solves the problem of cleaning toilet bowls. It is scientifically made for this one purpose. It removes stains and incrustation from all portions of the surface, the trap as well as the visible parts.

Sani-Flush will not injure the porcelain bowl or pipe connections.

HAROLD F. RITCHIE & CO., LTD.
10-12 McCaul Street, Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

N. C. R.

—A system that makes money by saving money

2—By saving your customers' time

The new National Cash Registers quicken service in every kind of store.

They furnish a detailed record of every transaction in a second of time.

Automatically they record the nature, date, amount of every transaction. They furnish your customer with a printed, unchangeable receipt, which insures accuracy on the part of your clerks.

They do these necessary things instantly.

Thus they save the time of your customers, because no time is lost in waiting for their receipt and change.

They also give your clerks more time—store-service is speeded up.

Your customers are thus induced to spend more money with you because their time is not wasted in waiting before or after a purchase.

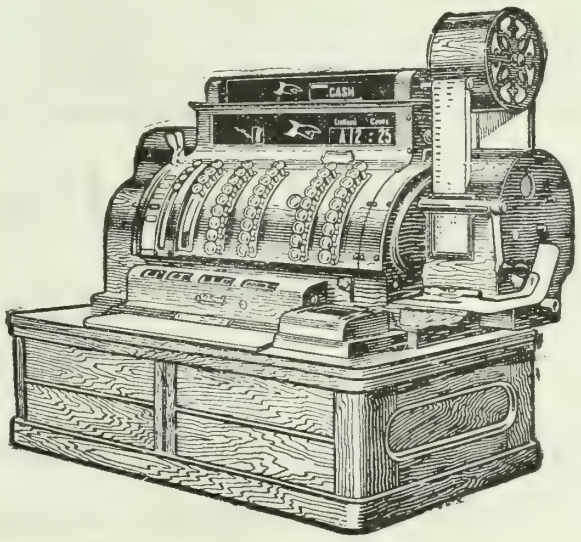
This quick service influences customers also to take more parcels with them—they do not grow anxious to move on to the next counter or store.

Now is a good time to install one of our machines that will make more money for you by saving your customers' time.

This is but an incidental part of the service they perform.

Write us to-day—We will gladly give you full information.

The National Cash Register Co.
of Canada, Limited
Christie Street - - Toronto, Ontario



If any advertisement interests you, tear it out now and place with letters to be answered.



EVERY HOME NEEDS

KEATING'S

To have Keating's is to sell Keating's. It is the universal insecticide: fatal to every form of insect life, but harmless to human or animal life:

Flies Ants Bugs
Fleas Wasps Roaches
Mosquitoes Beetles Moths

No insect can live once it comes into proper contact with Keating's, and as even the most tidy home cannot escape the unwelcome visit of some member of the bug family, so the careful housewife will keep a tin of Keating's constantly on hand for immediate use.

Made by THOMAS KEATING, London, England
Established 1788

Sole Agents for Canada

Harold Ritchie & Company, Limited
McCaul Street, TORONTO

Windsor Cheese Salt
Made in Canada

IF Your Local Distributor Cannot Supply You—

Railway embargoes, car shortages, and other abnormal conditions entirely beyond our control have left some of our local distributors unable for the present to supply demands for Windsor Cheese and Dairy Salts.

In order to prevent inconvenience being caused to Cheese Factories and Creameries, we will make shipment by local freight, on receipt of advice that Windsor Salt cannot be obtained.

Dealers are requested to advise us by mail if this special service is required.

THE CANADIAN SALT COMPANY, LIMITED
WINDSOR, ONT.

Windsor Cheese Salt
Made in Canada

Furnivall's may be confidently recommended to every lover of high quality jams, for its quality is unsurpassed. Selected Fruits, Pure Cane Sugar and efficient manufacturing methods combine to make Furnivall's the peer of all preserves.

Are you selling it?

FURNIVALL-NEW, Limited
Hamilton, Canada

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., **Toronto. Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.** —MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.



Maple Leaf Dirt Chaser

Cleans Bath Tubs, Sinks and all Enamel Ware.

MANUFACTURED BY

The B. & L. Manufacturing Co., Limited
Sherbrooke, P.Q.

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S



The Beans Canadians like.

The Beans the best grocers sell.

THE QUALITY BEANS.

PORK AND BEANS

PLAIN, CHILI AND TOMATO SAUCE

are

READY SELLERS
STEADY SELLERS

and

BUSINESS BUILDERS



REPLENISH YOUR STOCK NOW.

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers goods made in Canada from Canadian materials by Canadian employees.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

Increase your candy profits

Carry the right lines. Show your customers proof of your sound judgment and good taste by featuring

MOIRS XXX CHOCOLATES

in bulk and fancy packages

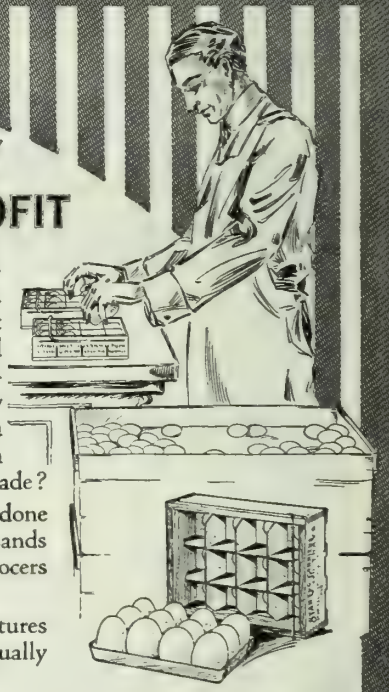
These delicious confections make an irresistible appeal to lovers of good candy, and grocers featuring them find their profits are well secured.

Give Moirs a tryout and see how they sell.

MOIRS LIMITED

HALIFAX, CANADA

EGGS PAY A BIG PROFIT



When graded according to the *Star System*. It costs in time not over 5c per case and nets you approximately $1.00. How many eggs do you handle yearly? Can you afford not to grade?

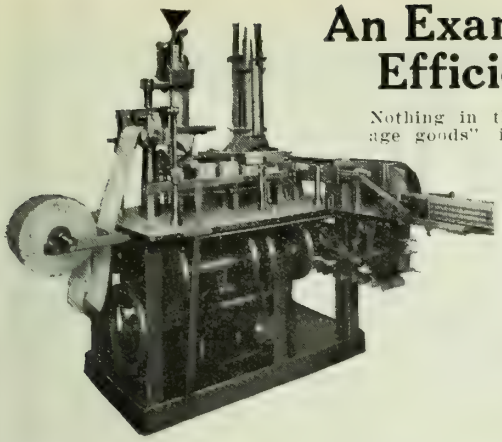
Don't say it can't be done for right now thousands of your Brother Grocers are doing it.

There are other features of the *Star System* equally interesting.

If you are in business for profit write us for our booklet No. 210. It tells all about it.

STAR EGG CARRIER & TRAY MFG. CO.

1620 JAY STREET ROCHESTER, N. Y.



An Example of Efficiency.

Nothing in the form of "package goods" is more safely insured against deterioration than Jell-O is.

Every grocer knows a great deal about Jell-O, of course; how good the desserts are that are made of Jell-O, how easily they are made and how popular they are. But it may not be generally known that Jell-O is put into the packages by little automatic machines which perform the whole operation, from making the waxed-paper bag and putting the

JELL-O

into it, to closing and sealing the carton containing it. And while it is inserting the filled bag in the carton it includes with it a beautiful little folder full of Jell-O recipes. The entire operation from start to finish is performed in two seconds.

There are eighteen of these wonderful machines in the Jell-O factory, and they have a capacity of more than one million packages of Jell-O every four days.

Talk about efficiency! Any package put up by any one of these machines may be thrown into water and left there for days without producing a trace of dampness in the contents, which are always clean and sweet.



The Genesee Pure Food Company of Canada, Limited
Bridgeburg, Ontario
MADE IN CANADA



A pure, full strength Soda for your customers

That quality counts with a vast majority of housewives is conclusively shown by the steady demand for Cow Brand Soda. The neat, attractively labelled packages arrest the attention and make selling easy. Try it.

Church & Dwight, Limited
Manufacturers - - MONTREAL

Every customer will appreciate this big value



The best cleanser on the market — a big full weight can — unrivalled for cleaning, scouring and polishing, 10 cents worth for 5 cents — isn't that an attractive selling proposition?

And that is not all. As an added attraction we offer *handsome premiums for Babbitt trade-marks,* an idea that's calculated to keep stocks moving briskly.

Try Babbitts. You'll like its selling value from the start.

Agents:
WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

A very little salesmanship on your part will result in a sale of

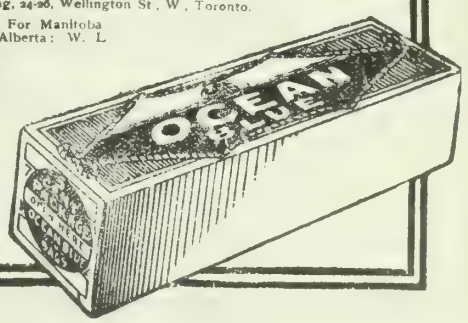
OCEAN BLUE

and remember that the first is always the introduction to many succeeding sales of OCEAN BLUE.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.
The Gray Building, 24-26, Wellington St., W., Toronto.

Western Agents: For Manitoba Saskatchewan & Alberta: W. L. Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary & Edmonton.
For British Col. and Yukon: Creeden & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.



If any advertisement interests you, tear it out now and place with letters to be answered.



California to the rescue

Sunny California, with its irrigated orchards, vineyards and truck farms, can be counted on to provide fruits for the peoples of North America and of other lands. This year Canada must depend on the dried and canned fruits and vegetables of California more than usual, and on

Griffin & Skelley's
Peaches, Plums, Apricots, Prunes and Raisins

—because domestic goods are scarce and high-priced. Get your customers in the way of relying more on *you* than on *themselves*—by giving them G. & S. goods. So will you make more money, and at the same time render an appreciated service.

Griffin's Seedless Raisins

are established favorites. They can always be relied on. The demand will be good. Have a plentiful supply. There is money in them, and the packages make a good show for counters, shelf, or window.

Order now.

Get your copy of

MACLEAN'S MAGAZINE

for MAY

At all Newsdealers *15c. A COPY*

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East. Winnipeg

Tell the Advertiser where you saw his Advertisement.

THE H. L. PERRY CO.

214-216 Princess Street, Winnipeg

We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.

Correspondence solicited.
"Always on the Job."



WESTERN REPRESENTATION

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East, WINNIPEG

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

This Space is Yours For $2 On Yearly Order

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE from COAST to COAST.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

DONALD H. BAIN COMPANY

HEAD OFFICE: WINNIPEG, MAN.

BRANCHES: REGINA, SASKATOON, CALGARY, EDMONTON, VANCOUVER

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES (CONTINUED).

The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

C.H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

One Inch Space
$1.00 Per Issue
on Yearly Order.

This space would cost you only $1.00 per issue for one year.

MANUFACTURERS AND SHIPPERS

We wish to communicate with firms who are looking for representation in the **PRAIRIE PROVINCES.** We have offices in **Winnipeg, Calgary and Moose Jaw.**

We are interested mainly in staples in car lots, but have the facilities for warehousing if necessary.

Write to Post Office Box 3031, Winnipeg

The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in

THE FARMER'S MAGAZINE

A half-page 12 times will cost you $367.20 ($30.60 per insertion). A full page, $714.00 ($59.60 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES
WHITE BEANS
DRIED APPLES

What have you to offer? State quality and quote lowest price.

WHITE & McCART, LIMITED
309-310 Board of Trade Building
TORONTO - - ONTARIO
'Phone Main 2319

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
TORONTO WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont.

This space $1.00 per insertion on yearly order.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Raisins
Special Price on Spot
Thompson Seedless
SAMPLES IF WANTED
W. H. Millman & Sons
Wholesale Grocers' Brokers
TORONTO

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.
We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

Merchants Baler
MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

Kindly mention this paper when writing to advertisers.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

A condenesd ad. in this paper will bring replies from all parts of Canada.



SMALL'S STANDARD BRANDS
MAPLE AND SUGAR SYRUPS MOLASSES, MAPLE BUTTER AND CONFECTIONERY

NOTICE

Certain merchants have intimated that they are inclined to deal with manufacturers who agree or offer to pay costs in case of Government fines. All are privileged to do this. However, we feel that packers of Mushroom Brand only can afford to make this offer. Small's Standard Brands are of 80 years' standing, appraised and valued at a half million dollars. Should any dealer substitute or misrepresent same in making sales, and as a result be subjected to a prosecution and fine, we will not only refuse to reimburse, but will be obliged to proceed to reimburse ourselves to extent of damage and wrong done our brand. However, in no single instance has Small's Standard Brands failed to meet Canadian Inland Revenue requirements. Materials entering Small's Standard Brands are tested prior to packing, then plainly and strictly labelled in conformity with Canadian Pure Food Regulations. We will continue to protect our brands and merchants may protect themselves by handling same from annoyance and fine, and from what is of far greater importance. the stigma that the prosecution surely inflicts.

PRICES TO-DAY ARE:

SMALL'S STANDARD	24 Pt. Glass	12 Qt. Glass	24 Pt. Tins	24 Qt. Tins	12 ½s Tins	6 1s Tins	2 5s Galls.
Pure Maple Syrup	$4.90	$3.95	$5.45	$9.75	$9.35	$8.65	$8.30
Pure Sugar Syrup	4.00	3.00	4.40	7.60	7.40	6.70	6.10
Pure Table Syrup	3.60	2.80	3.90	6.60	6.25	5.60	5.10

May be had at
All Jobbers throughout the World.
Canadian Trade supplied by
SMALL'S LIMITED, MONTREAL
We have siding. Car orders escape Montreal cartage.



Why You Should Feature KING GEORGE'S NAVY



How about your tobacco case?

Is it stocked with lines the men show preference for?

Your display is not complete without a "line-up" of *KING GEORGE'S NAVY*. Every chewer knows it—its sweet palatability makes fast friends of the most critical.

Your wholesaler will send you a small trial supply. Ask him.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company

Oshawa, Ontario



Your customers want Marsh's Grape Juice

It's up to you to supply them. Every sale will add to your reputation and to your profits. And sales are quick and steady when Marsh's is in front.

Though a favorite always, Prohibition has given Marsh's still bigger popularity. It is the ideal temperance drink — Sweet, Pure, Wholesome, Delicious.

A trial order will show you what Marsh selling value means. Send your order now and get a share of this profitable business.

The Marsh Grape Juice Company

Niagara Falls, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

RED ROSE WINS

So many merchants seem to appreciate the quality and true value of Red Rose Tea more than they ever have before—seem to realize that the quality of a pound of tea depends on the price they pay as much as the quality of butter or flour depends on the price, and they feel safe in recommending a tea that has *made good*.

This is, of course, as it should be. In quality—real value—is *where Red Rose always wins*. Nothing but quality will stand the rude jolts of unfavorable market conditions and unfair or reckless competition.

T. H. Estabrooks Co., Limited
7 Front St. E. **TORONTO**

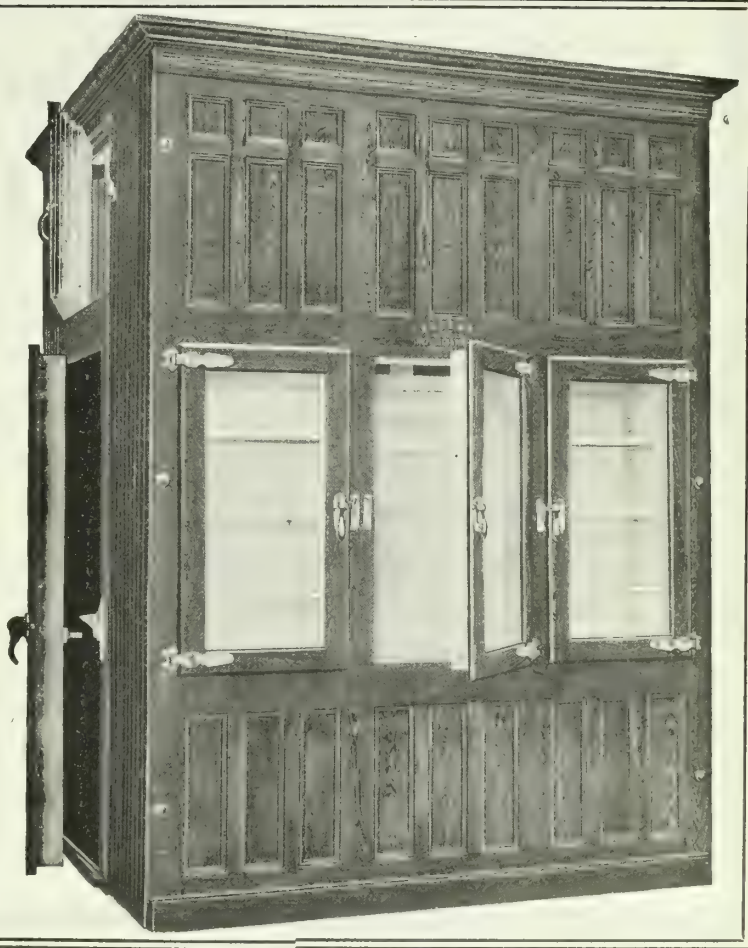
If warm weather comes early are you ready for it?

Delays are dangerous. And it's a vital necessity to the welfare of your business to install a refrigerator that will keep your perishables in perfect security, display them enticingly and save you its cost in bigger sales and better profits.

This the Eureka Refrigerator will do for you. It's your best buy—the peer of all refrigerators, and its *the only patented refrigerator with warm air flues across ceiling of cooling room*.

Get our catalog and see the many other unique and patented points in the Eureka.

Eureka Refrigerator Co., Ltd.
BROCK AVE. NOBLE ST. EARNBRIDGE ST.
Phone Park 513
Head Office and Showrooms:
27-31 Brock Ave. Toronto, Ont.



If any advertisement interests you, tear it out now and place with letters to be answered.



Here's a reliable salesman for you

That is just what this new display card of ours is—a wide-awake and aggressive salesman that's "on the job" all day and every day. Your customers may sometimes forget that you sell the Keen-Colman Products, but this handsomely lithographed hanger will remind them and suggest the sale. We have one ready to mail you now. May we send it?

Magor, Son and Co., Limited

30 Church St., Toronto 191 St. Paul St. W., Montreal

Selling Satisfaction To The Home Cook

When you sell the home cook a bag or barrel of flour bearing the PURITY trade-mark, you are selling her more than mere flour—you are selling her SATISFACTION.

PURITY FLOUR is milled from the world's highest grade wheat by the most modern process. It is pure, full of flavor, uniform in quality, and absolutely dependable.

For bread, for pies, for cakes, for biscuits, you can give it your strongest recommendation.

PURITY FLOUR

Western Canada Flour Mills Co., Limited

Toronto Winnipeg Calgary Goderich Montreal St. John

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, APRIL 20, 1917 No. 13

How Will Free Wheat Affect Canada?

General Feeling That Farmer Will Profit—Will Not Influence Export Business, But Will Have Some Effect on Home Trade — Probable Effects Indicated by Action of Ontario and Western Markets.

THE policy of removing the tariff on wheat, and by so doing putting Canada's wheat trade under the operation of the Wilson Underwood Bill which went into effect in the United States in 1913, and provided for the admission free of wheat and wheat products from countries adopting the same attitude toward the United States, has been one of the dreams of the Western farmer. This dream has now come to pass.

Unfortunately this particular subject has become so much the sport of the different political parties that it is difficult to extricate the actual effect of such a change from the maze of political complications that surround it.

The Order in Council passed under the provisions of the War Measure Act, presents a long array of reasons why this act is particularly opportune just at this juncture. Among the points noted are, the serious effect of war conditions on wheat products, especially of the lower grades, due to the curtailment of British demand for this grade of goods, and also to the general scarcity of tonnage for handling these products; and the fact that prices in the United States were higher than in Canada.

By the passage of this Order in Council, Canadian wheat and wheat products will enter the United States Duty free in place of having to face an American tariff of 10 cents per bushel on wheat, of 45 cents per barrel on flour, and on semolina and other products of wheat 10 per cent. ad valorem.

How Will Change Effect Canada?

Just what effect will this have on Canada? The farmer naturally expects to profit by the change. It is estimated that there are a hundred and fifteen million bushels of wheat still in Canada. Taking from this amount the estimated quantity in elevators and reserved for seed purposes there are probably still 45,000,000 bushels still in the farmers' hands, that with this new market freely opened for them, should it is felt mean millions in the pockets of the farmers of the country.

What Will Be Effect on Prices

What will be the effect on the prices of wheat products for consumption in Canada? The representative of one of the largest milling companies, speaking in regard to this matter, gave it as his opinion that as a result there would come a material increase in prices. Minnesota mills he stated had been crying for wheat and would unquestionably under the new regime make a strong bid for Canadian business. Unquestionably he thought it would have a disturbing effect on Canadian trade, though it was not possible at this early date to more than guess as to what would be the nature of this disturbance. He pointed out however, that there was not more than enough wheat on the continent to carry it over to the next harvest, and that this new move did not add anything to the available supply, while it certainly would divert a very considerable quantity across the line, with the more than probable result of increasing prices.

Does Not Expect Material Increase in Price

J. E. Anderson of the Lake of the Woods Milling Company, when queried on the subject did not think that the changed situation would have a very material effect on flour prices, though it was natural to expect an advance in wheat immediately following the action. The reason given why the action of the Canadian Government would not have more far reaching effects was that the flour situation in Canada was largely governed by conditions in Liverpool, which was influenced in turn by all world markets. Consequently the changed situation in Canada could not be expected to have any great effect.

D. A. Campbell was of the opinion that the changed condition would not materially affect the farmers' prices in a normal year, but in years like the present when there is a fairly high percentage of inferior grain, the new market opened in the United States was of very considerable importance.

Export Trade in Wheat Not Influenced

Regarding the export trade of wheat, there is a general feeling that this will be in no way influenced by the change. That business now is practically entirely in the hands of the British Government, and remains a stable quantity.

While even these opinions of men conversant with every phase of the grain business, must of necessity be based on conjecture, there are certain indications that have actually transpired, and are worthy of note.

Some Actual Effects Noted

Following the announcement of the Government action in the matter of free wheat, Ontario flour advanced 50 cents a barrel, while Ontario wheat also advanced 10 cents a bushel. By the changed conditions Ontario wheat and wheat products have a chance to enter some of the larger New York state markets, and this broadening market was at once reflected in price quotations.

In the West where wheat was naturally due for a decline, it held firm. Cash wheat showed an advance of ⅜ and May option remained about steady. This is significant in the face of the behavior of the Chicago wheat market.

Cash wheat in Chicago declined about 13 cents a bushel, under the excited trading caused by Canada's action. The Canadian market has usually reflected on any such activity on the American market, so that the fact that the Winnipeg market remained firm is actually equivalent to an increase of some 10 cents a bushel. In other words, the condition of wheat in Canada has improved to about the extent of the American tariff limitations that have ceased to be operative.

It is the consensus of opinion of those who are versed in the subject that this is about the extent to which any changes will go.



Interior of the R. E. Powell Store, Elgin Street, Ottawa.

Changing Locations, and Holding Trade

Can a Store Change its Location Without Suffering a Loss of Customers?—The Question Forcibly Answered in the Case of the R. E. Powell Store, Ottawa—How a Store was Centralized Without Losing Its Trade.

SOME time ago, R. E. Powell, of Ottawa, was running three stores—one on Wellington street, one on Elgin street, and one on Somerset, and doing a substantial business in them all. He adopted this idea because at that time it seemed a good idea to have feeders all over the city gathering in the business in their several localities.

Within the last few months, however, Mr. Powell has given up two of his stores, and is devoting all his time and energy to the one store on Elgin street.

It must be confessed that it was not quite a voluntary move on Mr. Powell's part. The Wellington street store was situated on land that the Government hankered for, and though Mr. Powell showed no inclination to sell, he was eventually compelled by the effective means of expropriation to change his mind.

Feared Effect of Change

At first he confesses he was inclined to fear that the closing of this store, which was in a good part of the city and served a fine class of trade, would have a disastrous effect on his business. There being nothing else to do, however, he made the best of it, and started enlarging the Elgin street store to take charge of the stock of both stores. Months passed, and the falling off in business that Mr. Powell had feared failed to materialize. Totalling up the gross business done, a reasonable time after the change he discovered that if anything the business had improved.

There was only one reason to account for this happy state of affairs, and that was that with a curtailment of the demands upon his time he was able to give a more personal attention to the store, and this attention had resulted in an improved service that had more than counterbalanced any disadvantage that came from leaving an old and established stand.

Centralizing Energies on One Store a Success

Once this point firmly fixed itself in Mr. Powell's mind, he became convinced that a still further centralization would be not a detriment but an actual advantage. Therefore, the Somerset street store was sold, and Mr. Powell began to devote the whole of his working day to the care and oversight of his one store. It is easily seen what a saving of valuable time there is in having all your energies centralized in one place.

Of course the change in the system of business entailed a considerable change in the store itself. There was the stock of the Wellington street store that must be provided for, and it was no small stock. To meet this demand Mr. Powell by removing some partitions, practically threw two stores into one and now his Elgin street store measures 106 feet in depth, and every inch of that space is completely filled, with bright, well-cared-for saleable merchandize.

Some Happy Innovations

With these changes Mr. Powell was enabled to institute some improvements that made for better service generally. For instance, at the back of the store there is a large, well-ventilated storage room with a doorway opening out onto a side street. In this way the trouble and dirt of handling stock right through the store, that is the misfortune of so many merchants, is entirely done away with. It is unloaded directly into the storeroom where it is stored away with the minimum of handling, and the maximum of care.

At the rear of the store, too, there is a doorway to the side street. Through this door all deliveries are despatched, and thus the body of the store is kept clear from all delivery boxes, and gives an impression of orderliness and tidiness to the store. Opposite the storage room is what Mr. Powell describes as a cool room, for the storage of more perishable lines. It is kept at a moderate temperature by the outside air in winter and by an ingenious system of ventilation in the summer time.

In permitting the providing of some of these conveniences, the enforced centralization was of general benefit to the store but this benefit was dwarfed in comparison with the one idea that the change made very clear. That it is not the location of a store that matters. That people will not as a rule change an established custom unless it is for their advantage so to do, and that a painstaking service is the greatest element in binding customers to a store.

Salt Manufacturers Explain Their Difficulties

Entertain Winnipeg Wholesalers to Luncheon and Tell Them Why They Are Unable to Deliver the Goods With Greater Dispatch.

WINNIPEG, April 19, (Special).—For a long time the trade in Western Canada have realized that there was something wrong with the supply of salt in this country. Prices have gone up repeatedly, and word has gone forth that deliveries were difficult to make on account of labour conditions in Eastern Canada. Things got so serious that three large Eastern salt manufacturers in Canada went to Winnipeg last Friday, April 13th, and held a luncheon at the Royal Alexander, to which they invited representatives from the wholesale houses, as well as the brokers representing them in Winnipeg. The manufacturers were E. G. Henderson of the Canadian Salt Co., Windsor; L. A. Leach of the Western Salt Co., Courtwright, and C. H. Rodgers, general manager of the Dominion, Salt Co., Sarnia.

The guests sat down to an excellent meal, at the conclusion of which Mr. Rodgers announced that they had felt for some time that the trade in Western Canada did not fully understand the difficulties under which they had been operating their salt wells during the past year. It was with a view of explaining these difficulties, which had not been small, that they had asked the wholesalers of the city to meet them that day. Mr. Henderson, he said, would act as their spokesman and explain the situation.

A Unique Occasion

Mr. Henderson said that this was a unique occasion, as it was probably the first time manufacturers had entertained the wholesalers to a luncheon of this kind. If manufacturers could only meet wholesalers like this oftener there would not be half the misunderstandings there were.

They were probably asking, "What did you ask us to meet you for? There must be something back of it." There was nothing at the back of it, except that they thought this was the best way to explain the situation. After all, their success was bound up with the wholesale trade. Their product was only a small proportion of what was used by every family, and only a fleabite of the business done by the wholesale dealers. Therefore, without the wholesaler they could do nothing.

Reason for the Luncheon

"You are probably saying to yourselves," said Mr. Henderson, "it is all very well to tell us your troubles, but give us the goods. You must know that we can only do a certain amount with the labor we have. We are not only contending with scarcity of men, but with inefficient men, and the wages we are paying were unheard of before. During the last few months, there has been an increase in wages of 60 per cent. and the cost has been double on account of the inefficiency of the labor we have been using. Then there is the question of getting cars. Never in all my railway experience have I heard of such a situation as exists. There is an embargo one day, and off the next. Then the embargo is placed somewhere else; so that we do not know where to ship. The most serious question, however, is the question of fuel. We are paying six times more for fuel than we did two years ago.

Not Discriminating

"There has been a feeling that we were discriminating against the West, whereas as a matter of fact, we have delivered ten per cent. more to the West of late than we have done for fifteen months; on the other hand, our shipments to the East have decreased. We are doing our best for the West, for we recognize that the heavy demand will come from out here. For these reasons we are asking you to be patient with us."

Mr. Rodgers followed, with a few words, remarking that it was often necessary to disregard routing specified, to send salt the best way they could. They were often told that if instructions had been followed that the salt would have arrived. However, they did their best under the circumstances.

Mr. Leach said that in his fifteen years experience, he had never seen conditions like those prevailing to-day.

After the toast to the King had been honored, the meeting dispersed.

Mail Order Solution

Western Retailers Are Seeking for Ways in Which to Combat Evil—Combination Deliveries Suggested by Winnipeg Man as One Help Towards Solving Problem—Also Recommends Cash Business.

THE question of whether it is practicable to run a cash business, and the menace of mail order houses, are two matters again being considered seriously by Western dealers. Robert Gillespie, head of Robert Gillespie Co., Winnipeg, who has just returned from a business trip to the Coast, told our Western editor on his return, that quite a number of retailers had asked him what was the best remedy for mail order competition. He says he was asked this by both retail and wholesale trade. He advised a cash business, and a combination system for deliveries. He believes that if dealers could come to terms, and reduce their cost on deliveries to the lowest possible point, that they would be near a solution of their difficulty. Mr. Gillespie tells of one dealer whom he met, who submitted figures to him regarding his turnover and cost of doing business. He found that the man was spending 7½ per cent. on deliveries, which, Mr. Gillespie said, was far too much in the retail business. This was the case of a country merchant who was probably being called on the telephone by his customers every little while for one or two articles, which he had to send out, not having regular deliveries such as they have in the larger cities. No grocery business, said Mr. Gillespie, could stand a charge of 7½ per cent. for deliveries.

Mr. Gillespie stated that while the mail order menace did not affect grocers so very much, it was hurting general stores, and these merchants were often guilty of keeping their stores in such shape as to be unable to compete with the mail order house. The goods they carried were too staple and the range of their goods was not large enough to meet requirements of the trade, even in groceries. It was true they kept a good supply of staples, but people in the country sometimes demanded something fancy. He gave an instance to show the attitude of some country dealers He entered one store and found the proprietor sitting with his feet up, reading the newspaper. He asked him to walk over and view his samples at the hotel, adding that he would not be under any obligation to buy; but the man replied that he was too busy. Mr. Gillespie pointed

(Continued on page 25.)

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.

ESTABLISHED 1886.

The Only Weekly Grocer Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - *President*
H. T. HUNTER - - - *Vice-President*
H. V. TYRRELL - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, Maclean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES:

CANADA—Montreal Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto 143-153 University Ave.; Telephone Main 7324. Winnipeg 22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St., Phone Randolph 5234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, APRIL 20, 1917 No. 16

EDITORIAL BRIEFS

GERMANY'S foes are gathering. During the past week, the little Republic of Panama, and Bolivia and Brazil have joined the ranks against her, and Chili and Argentine are swaying on the verge of similar action. The days of the Hun are numbered.

* * *

DIAMOND JIM BRADY, one of the last survivors of the picturesque spenders that have helped to make New York's "Great White Way" a marvel to the rural visitor, has passed to his reward. His claim to remembrance will rest more largely on the Brady Institute in Baltimore, which he founded, than in his vagrant peregrinations on Broadway.

* * *

CANADIAN failures during the first quarter of this year total 370, according to Dun's report. The liabilities involved are $5,921,327, with assets of $1,152,230. This is a better showing than has been made since 1913, showing, that despite the war and the attendant disturbed conditions, business is gradually improving.

* * *

REPORTS from London, England, indicate that for all the food scarcity that is being talked of there, prices are far from having reached the figures that are common occurrences on this continent. It is generally conceded that food prices across the water are about a third cheaper than here in Canada and the United States.

* * *

A DESPATCH from Houlton, Maine, the centre of the potato belt, dated April 13, states that potato prices have advanced $2.00 per barrel during the week. The price there is now $8.00 per barrel. It is stated that less than 500,000 bushels remain in the county and dealers are predicting higher prices. We would not grow nervous over this despatch. There are still plenty of potatoes available in Canada.

THE TIME TO ACT

A SOLEMN warning must be addressed to men in the retail business who do not operate on the strictly cash basis—and that means the big majority—on the need for activity in regard to collections. It is not an easy matter to get in money at the best of times; it is almost impossible when money is scarce. The point is that at present the country is prosperous, so prosperous that no person should find it difficult to square off outstanding indebtedness. A strong systematic collection campaign now should nearly *wipe the books clean.* This applies at any rate to city customers. Farmers may not be as well placed at present but, if the retail grocer takes advantage of his present opportunity, he can clear off his city book debts.

Then there is the consideration of the future. Canada is prosperous now but no one can say what lies before us. It would be an act of foresight if nothing else, to get all outstanding money in now.

FREE WHEAT

FREE wheat, which has been a political handball for nearly a generation, has actually become a fact under the authority of the War Measures Act. It was passed as a matter of present advisability. Whether it will become a permanent measure, for in the nature of things acts passed under this authority will cease to be operative, when the necessity that called the War Measures Act into being has ceased to exist. It would therefore seem that the idea of Free Wheat is being given a try out.

By the removal of the Canadian Tariff on Wheat, this Canadian product comes automatically under the operation of the Wilson-Underwood tariff bill of 1913 which provides for a free tariff on these commodities. Unquestionably the Western Farmer will be delighted with the change. Dollar wheat was his first dream. Free Wheat his second. Both dreams have come true. Just what effect it will have on Canadian Trade is hard to say. A considerable surplusage, especially on poorer grades of wheat products, not suitable for government contracts, has been accumulating in the country. It is felt that there will now be a market for this, across the line where prices up to the moment have been higher for that class of goods than in Canada. If Canada's export to the United States can maintain this high figure, it will of course, mean higher prices for the consumer in Canada as well as for the farmer. There is also another possibility, that the advent of this supply will depress the American price to a level with that in Canada. Even in that event benefit would accrue to the farmer. He would have a market for his product that is lacking at present.

Enlist in the Army of Production

THE all-important, all-engrossing consideration to-day is to win the war. Every other interest must be subordinated. Every man in Canada must be prepared to do individually what he can toward that end and to fulfill any function that may be assigned to him in any plan of concerted action. Unless this idea of individual participation is universally adopted, Canada's contribution will fall short.

It can be stated authoritatively that to-day the Munitions problem has been solved. Enough guns and shells are being turned out to keep the armies at the front supplied for any emergency. All that is necessary is to maintain the production of munitions at the present level. The entry of the United States into the war will further consolidate the situation in that respect. The augmented assistance of Uncle Sam in the production of the deadly implements of war will provide a margin of safety, or, at the least, a source of supply to fall back upon should unforeseen needs arise.

The problem that is left to be solved then is that of production. The statement presented on this page on "The Need for Food Production," presents the problem in clear and forceful manner. The world, never very well secured in the matter of surplus food, is facing a food crisis. Not only has the withdrawing from the soil of scores of millions to enter wartime activities reduced the available supplies of food, but a still more serious factor, crop failures, has come into play. To-day the world faces the prospect of famine, actual death-dealing famine unless the means can be found to increase production, to wring from the soil a larger portion. And it must be borne in mind that, in Canada, this means *Increased Production with smaller help*. It is a problem that can be solved only by the immediate relinquishment of personal aims and selfish considerations. Every man must be prepared to do his part.

It is gratifying that the leading men of the country have grasped the significance of the crisis we are facing. It would be still more gratifying to find the governments taking hold and providing the machinery by which the problem could be solved. This, of course, may come. In the meantime, however, foresighted men are banding together and laying plans for doing what is possible.

It was first planned to have each city man spend three weeks on the farm, utilizing his holidays in that way. This plan, however, presented serious flaws on close inspection. It appeared very doubtful if much good would be done. The average city man would be just overcoming his greenness by the time his term was up; and then the process would start all over again, for the farmer, with another amateur "hired man." At any rate, considerable skepticism grew up with regard to this plan. As a general working basis this idea is now being abandoned in favor of what seems a much more feasible proposition. It is now proposed to release a certain number of city men for work on the farms. Instead of sending six men for three weeks each, one man will go for the whole summer and the other five will carry on the burden of his work between them during his absence. By following this idea it might be possible to organize bodies of men to be released for farm work running into the thousands.

Such is the present scheme. In order to put it into immediate operation steps are being taken to organize both farm and city. A better plan may ultimately be evolved, but it looks as though the problem could be solved on the lines now laid down, and it is clearly the bounden duty of every man to throw his weight behind it. The appeal necessarily is to the business classes. Support must first be enlisted among the employers—the manufacturers, wholesalers and merchants—and that obtained, the co-operation of the men will not be hard to secure. At the present moment it is the duty of each employer to figure what he can do in the face of this world crisis. Can he get along with less help? Can he spare one, two, three men from his staff, and, by speeding up the

(Continued on page 39)

THE NEED FOR FOOD PRODUCTION.

1. Lloyd George, in a letter addressed "To all workers on land," says:

> "The line which the British Empire holds against the Germans is held at home as well as abroad. If it breaks at any point it breaks everywhere. In the face of the enemy the seamen of our Royal naval and mercantile marine and the soldiers gathered from every part of our Empire hold our line firstly. You workers on land must hold your part of our line as strongly. Every full day's labor you do helps to shorten the struggle and bring us nearer victory. Every idle day, all loitering, lengthens the struggle and makes defeat more possible. Therefore, in the nation's honor, heed! Acquit yourself like men, and as workers on land do your duty with all your strength!"

2. David Lubin, American representative to the International Institute of Agriculture at Rome, reports officially to Washington that in October last the Institute estimated the world's available food stocks would last until August, when the 1917 crops would come into the market. The stock-taking of March 31st shows a deficit of 130,000,000 bushels of wheat, oats, barley and corn, and though Great Britain and her Allies will pull through another five months, it is beyond question that, unless a greater acreage is put to crop in 1917 than in 1916, there will be world hunger before the 1918 crop is harvested.

As a result of the extraordinary condition revealed by David Lubin, President Wilson immediately appointed Herbert C. Hoover, Chairman of the Belgian Relief Committee, as Food Controller for the United States, and began a propaganda for greater production.

3. Under date of April 10th, Ogden Armour stated that unless the United States wishes to walk deliberately into a catastrophe the best brains of the country, under Government supervision, must immediately devise means of increasing and conserving our food supplies. Armour advocated a federal guarantee to the farmers of $1.50 a bushel for wheat, Government supervision of fertilizer prices to bring greater yields, strict economy in all households, and the cultivation of every available acre. The food shortage, he said, is world-wide. European production is cut in half, the Argentine Republic has suffered droughts. America must wake up!

4. The failure of the wheat crop in the Argentine Republic, which is ordinarily a great wheat-export nation, has resulted in an embargo being placed upon the export of wheat from that country.

5. American fall wheat is reported to be 65% normal crop. Even with favorable weather, the crop is likely to be the smallest in the last thirty-five years.

6. Reports from Ontario on the condition of fall wheat are decidedly discouraging.

7. The land under cultivation in Ontario in 1916 was 365,000 acres less than in 1915.

8. There is an average of not more than one man per hundred acres on the farms of Ontario at the present time, and the forecast for 1917 is that the cultivated acreage for 1917 will be greatly less than that of 1916.

9. Bread has gone to 24c per four-pound loaf in England, for the first time since the Crimean War.

10. Lord Davenport British Food Comptroller proposes taking authority to search the houses of Great Britain to prevent food hoarding.

11. One ton of foodstuffs grown in Canada is worth to the Allies two tons grown in the Argentine or India and four tons grown in Australia; ocean tonnage has decreased alarmingly, and one steamer can carry as much from Halifax to Liverpool as two steamers from the Argentine or India, or four steamers from Australia. For this reason, a double duty is imposed on Canada to produce.

12. To explain this food shortage, and to emphasize the duty to produce, it should be borne in mind that at least sixty million men and women have been withdrawn from the ordinary walks of life to prosecute the war, either as combatants or as munition workers, etc.

Letters Relating to Bookkeeping

The Vital Importance of Daily Cash Balance—Time-Economy is a Valuable Factor to All Small Merchants—Departmentizing in Small Store

By Henry Johnson, Jr.

R. T. A., in letter quoted last week, said: "When you speak of having a daily cash balance, you make it necessary to count all cash every day? We have been doing this about twice a month!"

Of course, as I wrote last week, I have a lot of respect for a business which has been continuous for 56 years; yet I cannot understand either the habit of counting the cash only every two weeks or the excuse for such practice. And yet again; it seems to me that the job of daily counting up the cash cannot be laborious in any except a very large business. And finally; this task is the one most vital fundamental of any system of accounting, no matter how great or small; no matter whether complete or incomplete.

I would not take so much space to discuss it except for the fact that I am astonished to find such condition existing in any business; and I wonder if, by any chance, the practice is common. Anybody know?

An Attentive Student

Evidently my series of bookkeeping articles had not run long before my old friend, named below, noticed them; so he writes me the following interesting letter:

The Home Store

John Lewis

Southern Pines, N.C., Jan. 15, 1917.

My dear Mr. Johnson:—I am glad to see that you are again to write for the CANADIAN GROCER. I have read and reread the series you wrote for it some years since.

I am interested in your series on bookkeeping and wish you would consider nothing too elementary. I have examined the Harvard and Federal Trade Commission's systems hastily and am just now trying to apply them. The woman I employ, in order to get time to do other things, is a graduate of a business college and has done some office work, but I doubt whether she can get such mastery in a short time so that it will pay me to employ her in the winters, even at the comparatively small sum she gets, to do this work. The efficiency of any system for the small dealer doing from $7000 to $10,000 business, hinges in a large measure on that. He may not be able to do that work himself without neglecting customers and he cannot pay high-priced help without adding too much to the cost of doing business. Then if the system does not give him the needed facts, it is worthless. This woman had never done anything with the cash register or with duplicate or triplicate sales slips, hence some of her difficulties. Indeed, with all of us, while the cash register has made us more careful, it has been impossible to get things to balance a great deal—most—of the time. We are using National 442. This woman thinks we are making a mistake in trying to take care of the charge accounts with the register—it gives us too many things by departments it is almost necessary to use the register. The enclosed (a sales-check; obverse regular; reverse printed for insertion of amount in any three departments) shows you how I manage this. My customers did not want the tickets.

I use duplicating books in connection with this. So I made a case and gave each regular customer a book and the duplicate is always left in the book. I made another case for transients and have a book for each letter of the alphabet. In the transient the original is left in the alphabet book and the duplicate in the collection book until it is paid or included with the statement at the end of the month. This is the most satisfactory I have found yet but it has some serious drawbacks. To overcome the impossibility of placing this case in the safe I have the accounts audited every day and the amount due from each customer is then entered in a roll book—the space in a time book is too narrow for dollars and cents. This book is placed in the safe every night and in case of fire an honest man would probably pay, though no original entry would be obtainable; and the insurance adjuster would be likely to take the same view of matters.

Then my system takes too much room and the individual customer book is not as convenient as the one book for each clerk. However, I have not been satisfied with anything advertised. I have not seen the National Cash Register Company's Credit file yet and do not know how costly it is, but however efficient I believe, from the drawing, it is too costly for my business.

One great trouble I have found is to get my helpers to send out the slips once they are left behind. My present bookkeeper has been sending out statements without the slips though told to send them every time. In that case the customer has no itemized account or only a partly itemized account. The best helpers I have had, have given me and my customers trouble here. When customers are sending their checks by mail it is an important omission.

I shall read your lessons with open mind and adopt anything I can from them. My inventory is taken in May when our winter guests have left and the tax lister comes around. By that time I shall be able to read more than once what you have to say about a simple, inexpensive, efficient system for the average retailer, and during the summer, when business is not at all brisk, study how I may profit from your experience.

With Best Wishes,
Your sincerely,
John Lewis.

I insert the letter of this attentive student of business fully as much for what you may get out of it as for anything I can write in reply. Mr. Lewis always is worth listening to.

Now, the date on his letter might indicate that I have been slow in according it attention; but I sent a copy of it to the National Cash Register Company, thinking to get from them something valuable, and I have written them a second time without result. So I must do the best I can alone to handle Mr. Lewis's inquiries.

Federal Trade Commission's System Too Cumbersome

I cannot say that I have studied the Federal Commission's system exhaustively; but it seems too cumbersome to me from a cursory examination. For example: that system provides that a merchant shall have an account with Interest, and a separate account for Discount. That surely in needless and also misleading, for several reasons:

First, interest and discount really belong in the same account. And the order of the writing is peculiarly happy; for interest is a charge and discount is a credit, hence interest belongs on the left hand side and discount on the right.

Second, one of the greatest services accurate accounting can be made to render any merchant is to keep before his eyes, prominently, the facts about what he is paying for money and what he gets out of it—or fails to get. If he pays interest and that goes into one ac-



Featuring an effective selling line. Display of jams in bulk, as illustrated here, should encourage sales.

count, he may fail to note how great a drain that expense is unless the other side of the account is used often, too. If the interest charge runs opposite to the discount credit, the difference between the two sides means so much profit or so much loss. So, if the two are in the same account, a man will wake up sooner or later to the necessity of cutting down on borrowed money.

That is one reason why I do not like Uncle Sam's method as well as my own; though I shall examine further to see if the Old Gentleman has some good ideas to offset this weakness.

Departmentizing Small Business

Mr. Lewis purchased a "Get a Receipt" register, evidently. Then he found that his customers did not care to take the tickets. So, instead of just letting it go at that—as most grocers would do—he devised a little departmentizing scheme whereby the tickets could be used. He had the back of the ticket imprinted thus:

Uten.		
Sta.		
Gro.		

When he makes a sale, he takes the ticket the register turns out and on the reverse side he inserts the amounts sold from each of his three divisions—Utensils, Stationery, Groceries. A 95 per cent. sale may be subdivided thus into 25c for a baking tin (Uten); 15c for writing tablet, (Sta); and 55c for sugar and matches (Gro.). I should like to have him tell us how he handles the segregated entries from these slips, of tickets. I do not see how he can work it without taking too much time unless he has an adding machine.

Mr. Lewis's way of handling customers' accounts has the one novel feature of the daily audit and record for the safe. He hints at some serious drawbacks; but I suspect that this means that no system yet devised will handle 100 per cent. of all transactions automatically, and that the man at the top must see that he gets his under any system. I have never found a way to avoid a monthly inspection of "transient," or as I call them, Petty Account, items. Those charges are the ones that require most unremitting attention, care and watchfulness.

WAGE INCREASE DO NOT BALANCE H. C. OF L.

A difficult problem which presents itself to-day is how the constantly increasing High Cost of Living can be compensated for by an upward trend in wages which the Labor Department at Ottawa reports as affecting 16,000 employees. Coincident with this latter "cheerful" news, the department reports that the returns of wholesale prices for commodities in general use indicates that the workingman's budget of staple foods for February is up to $10.46, an increase of 19 cents over January. Reports from Montreal predict further advances in milk prices owing to the demand of the butter and cheese factories who are contemplating a large export trade. A defence of the farmer on this score is based on the information that the price of milk to the consumer has risen only 25 per cent. in the last five years compared with a 75 per cent. increase in the farmer's overhead expenses.

OTTAWA GROCERS ELECT OFFICERS

The annual meeting of the Ottawa Retail Grocers' Association was held on April 12 in the Masonic Temple, Ottawa. The election of officers for the ensuing year was the principal business of the evening. The officers elected were as follows:—President, Thomas Bowman; first vice-president, R. Clark Cummings; second vice-president, B. G. Crabtree; secretary, R. H. Beck; treasurer, D. Bell; trustees, A. S. Moreland, A. Phillips, and T. Bowman; auditors, A. E. Kelly and M. J. Ade; executive committee, Geo. H. Stoat (chairman), N. Hurteau, A. G. Johnson, T. J. Nagle, and T. Sheehan; pure food show secretary and manager, F. Burgess.

MAIL ORDER SOLUTION

(Continued from page 21.)

out that buyers in the largest stores in Winnipeg were never too busy to look at his goods; at which the man became angry and ordered him out of the store.

As Mr. Gillespie was leaving, the manager of the grocery department left by another door and met him on the street. He told him he was compelled to turn down telephone orders every day because the proprietor refused to carry a sufficient stock to meet requirements.

Speaking on business generally, Mr. Gillespie stated that he found things good everywhere. On the prairie, the effect of the Prohibition was being felt. It was resulting in a heavy demand for confectionery. He found an optimistic feeling in B. C., where the prospects of big shipbuilding orders is creating a spirit of confidence.

Merchants of St. John, N.B., are looking forward to the opening of river soon and the rush of business with up-river points which always follows.

Cardwriting Made Easy

by R.T.D. Edwards

EDITOR'S NOTE.—With this article, Mr. Edwards enters upon another phase of show card writing. The Edwards series started in CANADIAN GROCER a little over a year ago. To state that it has been a success is putting it mildly. It is quite safe to say that of the many series which have appeared in CANADIAN GROCER, the Edwards series is undoubtedly the best. It has created a wider degree of interest than any other series ever prepared for a Canadian trade paper. Not a few of the best card writers who have developed during the past year, and who now hold good positions, owe much of their success to the Edwards course in this paper.

SOMETHING NEW FOR THE CARDWRITER

WHEN starting this new series of show card writing articles, it was decided to endeavor to give a new style of lettering for show card purposes, in each lesson. The alphabets will all be good, practical styles of alphabets and though formed speedily, such as can be used by the most exclusive stores.

In order that the pupil may have an opportunity to practise with both pen and brush, the lessons will alternate in using pen and brush lettering. Last month the style of lettering was an upright brush stroke, this month the lesson is executed with a round-writing pen. The use of the pen has been demonstrated and thoroughly explained in previous lessons, but for the sake of recent beginners of these lessons, a few words as to their description and method of their letter formation is quite in order.

These pens are made of steel and have a very broad point. Eleven different widths are made, but all that a cardwriter needs is about two or three sizes. 1½, 2 and 2½ are the most popular widths. Ink retainers made of brass are sometimes used on these pens to regulate the flow of ink. On account of the war these are not obtainable; however, the pen can be worked successfully without them. These nibs can be obtained for fifteen or twenty cents a dozen.

The pen has a broad point. The heavy stroke of the letter is made by using the pen with its full width and the narrow stroke is obtained by using it sideways with the narrow side of the pen. The principle of the letter formation is more easily understood from practical work.

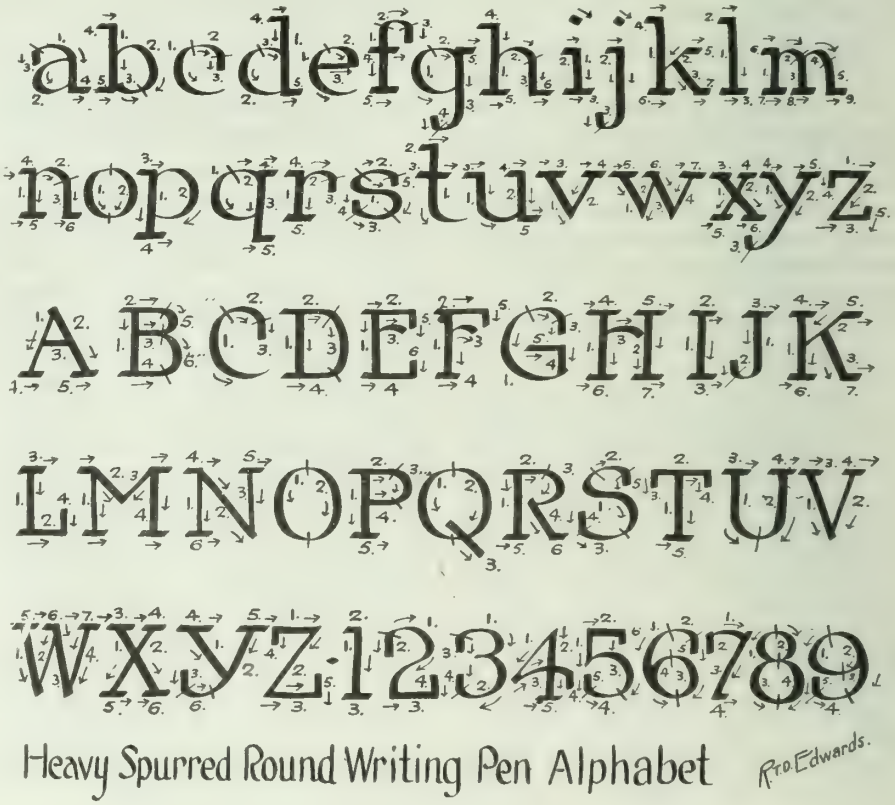
The pen must be cleaned after work is done, or it will become clogged and result in an uneven flow of ink.

Use a good black carbon ink for this pen work, not the kind of show card color used for brush work, but the kind usually used for engrossing. This ink may seem expensive, but it goes a long way and does a great deal more work than the same quantity of brush color.

The alphabet taken up this month cannot be called a Roman letter or an Egyptian style. We will call it a "heavy spurred round-writing pen alphabet." This is an excellent style for all classes of show card work, because it can be formed with a brush, as well as with the pen.

Spatter Work

As has been stated before in these columns it is not necessary to have an elaborate and expensive outfit to become a proficient cardwriter. There are many little devices which, when executed carefully, are most effective and cost next to nothing.



This month we are giving you an insight into one of these which will enable you to make exceptionally attractive showcards with tools you already have at your hand. This work is called "spatter work," and the main tool used is an ordinary tooth-brush. This is not a new idea, by any means, but it is, nevertheless, a good one because the ideas which can be worked out with it are very effective, almost unlimited. The



method is very simple. The idea is to make a stippled or speckled effect on the show card. This is accomplished by dipping a small square-faced stick, about six inches in length, into the ink and rubbing it across the ends of the bristles of the brush, thus causing the ink to be thrown in small drops. Various colored ink can be used in order to work out different color combinations. One point to remember in this respect is to

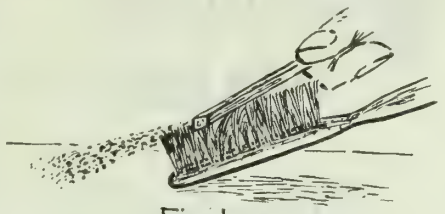


Fig 1

use a different brush for each color, as the tooth brush cannot be washed out successfully because the inks used are either waterproof or made from aniline dyes. For black color use the same ink as you used for pen lettering and for colors, get a good waterproof color or colors used for air brush purposes. These can be secured at art supply shops.

The spatter of ink thrown from a tooth brush cannot be guided as easily as an ordinary lettering brush, so a method must be devised to get the spattered effect in the desired place. This is done by means of a mask or stencil cut out of stiff manilla paper or heavy cover paper. After the stencil is cut it is best to give it a thin coating of shellac. This makes the paper much stiffer.

First select the desired pattern, then draw it on the stencil paper and cut out with sharp knife. The knife must be exceedingly sharp to get the bast results. A mat cutter's knife is best and is kept in best condition by the frequent use of an oil or wet stone. When the stencil is cut lay it in the desired place on the card and weight it down with small slugs or by push pins. Make sure that all the edges hug the card closely.

When all is in readiness, dip the stick into the ink and place the end of the brush near the card. Draw the stick gently across ends of the bristles from the front to the back. This will cause a fine spray to be thrown onto the card. Take care to apply the color evenly. The effect thus obtained is of a stippled ap-



pearance. Various colors can be used, according to the color scheme to be worked out—blue for sky, green for trees, etc.

Fig. 2 gives a few of the various ideas which can be worked out for different show card purposes.



Fig 2.

No. 1. For corner pieces on the show card, is excellent. Four of these should be used on the same card with a pen ruled border. Many various ideas can be worked out for corner designs that make very attractive cards. Different colors may be used.

The various styles of fancy capitals which can be formed are almost unlimited. No. 2 shows the letter "Y" worked up with a shadow, all from the one stencil. After cutting the stencil, place it in desired position and give it a light spatter, then move the stencil a little higher up and to the right and make a heavier spattered impression. Thus you have the letter with a shadow all with the same stencil. The solid black is put on after the spatter work is dry.

No. 3 also shows a simple style of illustrated capital. This stencil is just

Excellent Variety of Canned Fruits

A Good Substitute for Home Makes

a plain round cut out, with the E drawn on with pen or brush, in black. Any desired color may be used for the spatter work.

No. 4 is a spatter drawing of a maple leaf. This is excellent for this time of year, and should be worked up with a leaf green shade. In the fall of the year even better effects can be obtained by combining red and yellow. Care must be taken to see that this stencil lies flat on the card, on account of its various points.

You often make long, narrow, upright cards with little wording on them. These sometimes need an extra touch to finish them properly. In No. 6 and 7 we have what is called end pieces. These should be placed in the centre of the card near the bottom. This gives a finished appearance to the card. Many various designs can be used or color schemes worked out.

No. 8 gives another way in which fancy caps can be made by spatter work with the tooth brush. The long panel is put on first in a light shade. The L is then put on in a darker shade and outlined afterwards.

Excellent Value in Women's Neckwear for Spring

Spatter work is useful for giving variations in background for mounted cut out illustrations. Any light color can be used as long as it harmonizes with the rest of the card and cut out. No. 9 shows a plain design. Many others can be formed with good effect.

The bull dog illustration is just a sample of effects which can be obtained. If you do not wish to expend the time in making a drawing such as this, obtain an illustration from a magazine and paste it on stiff paper, and when the paste is dry cut out with sharp stencil cutting knife. Many other drawings can be obtained in the same way and in a very short time. There is one point to be remembered in selecting illustrations for spatter work and that is they must have a good outline which shows the features.

No. 11 shows an effect which can be obtained of different building or sky lines. This one is a dome of a building showing the flag and flag pole. Two stencils are used for this drawing. One for the sky and one for the darker portion of the drawing. The whole is outlined with a pen stroke in black. Use pale blue for the sky and dark blue, brown or black for the remainder.

No. 5 may look quite difficult, but as far as stencil cutting, it is quite simple. First, draw in the entire silhouette with pen and black ink. When this is dry, cover all the card but that portion you wish to spatter. It does not matter if the black drawing is covered up or not, because the spatter will not be noticed on it. Make a small round stencil to get the sun effect as shown.

These few illustrations serve only to give an idea of the many effects which can be obtained with the help of a tooth brush. These are only the simpler flat stencil work. More complicated work will be taken up in a later lesson.

The finished cards here shown serve to give the reader an idea of how the spatter work looks when ready for use. They also show this month's new style of lettering put into use.

Surprisingly Good Values which help to bring down the High Cost of Living

We feature the Latest Styles from the World's Fashion Centres

A KIND WORD FOR THE TOMATO

In all the talk about back yard cultivation and potato patches, no mention is made of a fruit-vegetable which supplies many culinary gaps, namely, the tomato. It can be used in many appetizing ways, is easy to grow, requires no special gardening, and gives more return for the space occupied than the potatoes. Nor need there be an expensive outlay for seed, for the tomato can be started in small boxes and transplanted after frost is over. An acre of potatoes will yield but 600 or 720 pounds, as compared with a 3,000 pound yield of tomatoes. Modern horticulturists have improved the tomato and it is now the basis of many palatable preparations, and if unripened when frost comes, it can be made into pickle.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

C. S. Philps, retail grocer, St. John, is seriously ill.

Damage to the extent of $25,000 was done to the stock of Auld Brothers, wholesale grocers and egg dealers, Charlottetown, P.E.I., in a fire which broke out in their premises on April 13. Insurance to the value of $29,000 was carried.

Owing to the difficulties arising last spring when the local daylight saving plan was put into effect several weeks before the railways change their suburban timetables, there is a movement on foot in St. John to postpone the introduction of the plan this year until May 20, instead of April 29.

At a public meeting held under the auspices of the Housewives' League of St. John, the speakers placed the blame for much of the high cost of living on the shoulders of the housewives themselves, a marked contrast to earlier meetings at which the grocers and other middlemen were largely held responsible. Economy and carefulness were urged as remedies.

The business boom in New Glasgow, N. S., arising from the stupendous war activities of the steel plants, is having a marked effect on local conditions. The New Glasgow Chronicle reports, as illustrations of boom times, that a retail grocery business has changed hands at $10.000, and that Peter Nicholaides and John Dallas have signed a lease for $2,-700 per annum for premises for a fruit and confectionery store.

Quebec

J. B. Hurteau, Montreal, has sold his grocery stock.

A. Blais 92 Desirer St., has purchased the business of D. Messier, 1 St. Germain St.

A. Marsolais is moving on May 1st to new premises at 264 Sanguinet Street, Montreal.

C. Ritz, Manager in Montreal for the Robin Hood Milling Co., returned to business this week after a brief Easter vacation.

J. E. Hunsicker, Grain and Flour Merchant, Montreal. returned this week from his Easter vacation spent in Waterbury, Vt.

B. Trudell, Tea Buyer for L. Chaput Fils et Cie, Montreal, has returned from a visit to the West as far as Fort William and Port Arthur.

H. S. Gile, Vice-president of the Pheasant Fruit Juice Co., Salem, Oregon visited Montreal during the past week, and proceeded to Ottawa.

Arthur J. Hodgson, of Hodgson Bros. & Rowson, with his wife and family, have left England, and are expected to arrive shortly in Montreal.

George W. Brown, representing the Henningsen Produce Co., who has been in Montreal for several weeks past, left for his home on Saturday last.

J. A. Tremblay & Co., Victoria Avenue, St. Lambert, have dissolved partnership. M. Martel, one of the partners, has taken over the St. Lambert business.

Strong and Strong, who for many years carried on a grocery business on Lagauchetere street, Montreal, are contemplating selling out and retiring from business.

J. Buchard, formerly of the J. A. Tremblay Co., St. Lambert, has bought a grocery business in Verdun, Montreal, at 72 Riel St. formerly Mr. M. Emard's premises.

R. Benoit, grocer, formerly of Bourbonniere St., Maisonneuve, Montreal, has bought the business of Menard and Papineau 2542 Notre Dame St. W., Montreal.

Mr. Rhoades, representing the Poultry Division of the Dominion Government Department of Agriculture, Ottawa, spent the past week end in Montreal on department business.

Mr. Lopez of V. Lopez & Co., New York, was a visitor to Montreal, last Friday, and renewed acquaintances in market circles. On his visit to the city he was accompanied by Mrs. Lopez.

J. A. Chartrand grocer, formerly of St. Leonard Street, Montreal where the city expropriated some property, is reopening for business at 1317 St. Denis St., the corner below his former store.

Mr. and Mrs. Charles Chaput have returned to Montreal, after a five week's holiday spent at Atlantic City, U.S.A. Charles Chaput is president of L. Chaput Fils et Cie. Wholesale Merchants, Montreal.

Cecil Gordon of J. Alex. Gordon & Co., Brokers, Montreal, who has been on business in England for a few weeks is expected back at any time now accompanied by Mrs. Gordon. He embarked this week.

By an unfortunate outbreak of fire, E. O. Pepin, of Shefford Mountain. Quebec, has lost his maple sugar house and all its contents. Happening in a season which has indications of being a short one for sap, the loss is the more vexing.

The case involving a sum of nearly $10,000 over a canning contract nonfulfilled, at Picton, Ontario, was settled out of court in favor of the Joseph Ward Co., Wholesaler Merchants, Montreal, pursuers preferring to settle without heavily pressing their claim.

A. A. Ayer of A. A. Ayer & Co., Ltd., Produce Merchants, St. Paul St., Montreal, has been appointed President of the National Brick Company, Laprairie, J. N. Greenshields having retired from that position. Mr. Ayer has recently been spending a few weeks in the States.

Charles F. Jones, cheese buyer, of Ogdensburg, for the past twenty-six years, is considering retiring from active business. His personality has long been recognized as a power in the sphere of his operations, and he did business with from twenty to forty factories, representing in cash transactions annually some $700,000. He is principally interested in the cheese business as an exporter, and has clients who have been with him from his earliest days in the Canadian trade.

Following are the officers of the Montreal Grocery Clerks' Union, as recently elected:—President Auguste Tessier; first vice-president, Francis Lamerre; second vice-president, Leo Dumolin; treasurer, Albert Pigeon; secretary, J. A. C. Coutu; business agent, A. Masse; auditors, L. Bellerose and L. A. Masse. The members of the organization meet at regular intervals at their headquarters, 109 Ontario Street East. There are now some 900 members all employed, and the organization has sent no fewer than 100 members forth on active service. Matters of interest and importance to all grocery clerks are discussed and considered for the benefit of all concerned at the meetings of the organization.

Ontario

Scarth Grocery Co., Stratford, have sold out.

Frank Laplante, Toronto, grocer, has sold to C. Ellis.

C. F. Thorne, Toronto, has discontinued his retail business.

W. E. Hargrove, Sombra, has been succeeded by Hargrove & Doan.

M. C. Priest, Jarvis, Ont., has sold his grocery business to Mrs. J. Hellweg.

Louis Imrie has taken over the grocery business formerly operated by Mrs. E. Gibson, Tillsonburg.

A. Wagner, grocer, of Royce avenue, Toronto, was assaulted in his store by an Italian who struck him over the head with a bottle, inflicting a nasty wound.

Galt bakers have increased the prices of bread from 8 to 9 cents a loaf. The increase is due to the increased costs entailed by the ever increasing price of flour.

Line, McDonald & Co., of London, Ont., cigar manufacturers, have sold their business equipment to an American purchaser, who is moving it to the United States.

The firm of Cauthers and Curry have taken over the store lately occupied by A. Topp, Collingwood, Ont., and are carrying on a grocery business at that stand.

Wallace Anderson, Toronto representative of the Acadia Sugar Refining Company, of Halifax, is this week on a Western trip as far as Port Arthur and Fort William.

W. S. Stocks, of Tillsonburg, has sold his grocery business to Charles Stirling, who took possession of the business last week. Mr. Stirling was formerly associated with the Tillson Oats Co.

A. S. May, for more than fifteen years with R. S. McIndoe, manufacturers' agent, Toronto, has gone into the agency commission business for himself, under the firm name of A. S. May & Co., in Toronto. He is located in the Board of Trade building.

Charles W. Robinson, formerly of Tweed, passed away at his home in Cloyne. At the time of his death he was postmaster of that place and also carried on a general store business. Prior to going to Cloyne he for some years conducted a general store in Tweed.

Western Provinces

Angus & Davis, Edmonton, Alta., are selling their grocery business.

Nemetz Bros., Watrous, Sask., have sold their Oakner branch to Pechet & Co.

The Great Northern Supply Co., Hafford, Sask., have been succeeded by Wesolowski Bros.

L. Bay, of Bay Bros., who have stores at Prussia and Prelate, Sask., was in Winnipeg last week.

The town of Ludars, Man., has organized a Board of Trade. Many of the local merchants appear on the Board of Control.

Watson & Truesdale, Winnipeg, have secured the agency for Crosby Molasses Co., St. John, N.B., for Manitoba and Saskatchewan.

The Canada Starch Company has removed their Toronto office from 53 Front street east to 45 Front street east, where they will in future occupy a fine suite that has recently been rebuilt for their use. They had been located at their previous address for 25 years.

A very disastrous fire occurred in Gladstone, Man., recently, when the mill, warehouse and elevator of the Echo Milling Company was burnt to the ground. Owing to the numerous freight embargoes there was an unusual quantity of grain and flour on hand. Two carloads of grain had been unloaded into the elevator only the day previous to the fire. The loss is estimated at $150,000, partially covered by insurance. The loss of this industry falls heavily on the city of Gladstone, all the members of the company being residents of that place.

CONFERENCE OVER EGG SITUATION

The Canadian Produce Association met in Montreal on Tuesday of this week to consider the export egg situation and to try if possible to get some assurance from the Government that tonnage would be available to take the eggs to Great Britain if they were stored for that purpose. Under the present shipping situation there would be no chance for the exportation of eggs. If commission men are unable to export them they point out that there will be surplus of eggs in the local market and prices will have to decline. With an outlet through export, prices should be held steadier. Those who attended the conference from Toronto were, H. B. Clemes, R. S. Whyte, E. N. Raney, James Atherton, J. M. Ham, J. M. McLean, John J. Fee, and R. S. Porter, of the Department of Agriculture at Ottawa.

PROGRAMME FOR CONVENTION OF SASKATCHEWAN RETAIL MERCHANTS' ASSOCIATION, OUTLINED

The programme for the convention of the Retail Merchants' Association of Saskatchewan on May 8, 9, and 10, has just been announced and promises a session of more than usual interest. The morning of the first day will be taken up with the details of registration and getting acquainted, and the real programme of the convention does not start until Tuesday afternoon when the address of welcome will be delivered by Mayor Davidson, of Saskatoon, and S. D. McMicken, president of the local R. M. A.

Following this there will be an address by Horace Chevrier, President of the Dominion Association of the R. M. A.

A. A. Evans, of Outlook, Sask., president of the Association, will then outline the work that has been accomplished by the Association during the past year, and an opportunity will be given for the discussion of any matters arising out of these addresses.

On Tuesday evening there will be an open session at which the speaker will be W. L. Harris, president of the New England Furniture and Carpet Co., Minneapolis. His subject will be "Some of the Fundamental Principles Underlying the Processes of Distribution."

The Wednesday morning session will be devoted to receiving and considering resolutions, and in the afternoon the second annual meeting of the Retail Merchants' Mutual Fire Insurance Co. will be held, at which the president, J. L. S. Hutchinson, will present the annual report.

Following this there will be a discussion of ways and means of developing the Retailers' Trust Company, a charter for which was obtained from the Provincial Government in 1916.

On Wednesday evening there will be another open session that will be addressed by H. O. Roberts, secretary of the Minnesota Hardware Dealers' Association. The subject of this address will be the timely one of "Cash vs. Credits."

The Thursday session will be devoted to general business of the association, and the convention business will be concluded by the election of officers on Thursday afternoon.

The executive of the association have their plans well in hand and have made provision for a very interesting session, and it is hoped that there will be as complete an attendance as is possible of all the members of the Association.

SOME INTERESTING SUGAR STATISTICS

The Atlantic Sugar Refineries, Limited, of Montreal, has issued a chart of the weekly fluctuations of sugar for the year 1915-1916, compiled by Robert Anderson. The chart shows a very interesting comparison of the changes in the two years named. It is interesting to note in examining the chart the very material increases in the price of sugar since the early days of the war. Though there had been a decided increase following the outbreak of war, 1915 saw the sugar market opening at $6.25 and reaching its highest point in February, March and April, of $6.75. The following year, according to the chart, shows far more sensational advances from the year's opening price of $6.60, the price quickly rose till it reached the unprecedented price of $8.15. The average net price for the year 1915, was $6.16, while the average for the past year averaged $7.28.

Besides the actual value of a chart such as the Atlantic Sugar Refiners have issued, there has been added to it a synopsis of sugar statistics, of the most decided interest and moment. One of these items refers to Canada's consumption of sugar. In 1913 this amounted to 285,803 tons, by the end of the following fiscal year, March 31, 1914, a very great increase had been achieved, the total consumption of that year was 314,266 tons, an increase of 9.96 per cent. The outbreak of the war, followed as it was by the imposition of extra duties, difficulties of transportation and consequent general shortage, tended to materially increase the price of sugar. This unquestionably had a most material effect on the consumption of this commodity. The fiscal year 1915 showed a falling off of 3.76 per cent., with a total consumption of 302,450 tons. The same conditions that forced this early rise in the price of sugar have been becoming steadily more acute till the high price in 1916 almost doubled the pre-war time price. This resulted last year in a still more pronounced falling off in Canada's consumption; a total decrease of 11.59 per cent. was noted during the past year when only 267,399 tons were consumed in Canada.

In a somewhat lesser degree, as this chart shows, the same conditions obtained in the United States. The 1913 consumption there was 3,743,130 tons; 1914, 3,760,827 tons; 1915, 3,801,631 tons, while 1916 showed a decrease of 3.759 per cent., with a total consumption of 3,658,807 tons.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FLOUR and wheat have been in the limelight during the past week owing to the spectacular advances that have been recorded in wheat and the rapidity with which flour followed wheat upward. An advance of $1.40 per barrel in flour was recorded with a firm situation even at the higher levels. The big advances in wheat were caused by the announcement that during last week the available stock of wheat in sight in the United States had dwindled by some 3,221,000 bushels through the export trade. The effect of the removal of the duty on Canadian wheat going into the United States has been to increase the price of Ontario flour and the price of Canadian wheat to the extent of the former duty.

Sugar has been in a firm position throughout the week as the result of higher freight rates and marine insurance from Cuba and Porto Rico, and also because of the recognition of the fact that the Cuban crop will be much less than expected at the first of the season. The voluntary reduction of consumption in Great Britain from three-quarters of a pound per capita per week to one-half a pound may reduce the consumption there by some 300,000 tons and so affect the situation in raws toward easier prices. An advance of 25c per hundred was recorded on Wednesday.

Eggs alone have shown a disposition toward lower prices during the week. Provision prices are all firm, with advances recorded in live hogs, pure lard, compound lard and some lines of cooked and smoked meats. Maple syrup is not yet reaching the market in very large quantities. Further advances have been recorded in canned meats, soups, macaroni and vermicelli. Corn syrup has advanced 50c per case and cornstarches and laundry starches are all higher in sympathy with the higher market for corn. Importers of American peel have advanced their prices from the opening quotations of two weeks ago. The tea situation shows no improvement, there being still less prospect of getting direct shipments via the Pacific because of the requisitioning of all direct lines of steamers by the British Government. Potatoes have also advanced slightly. Business in grocery lines has been good during the week.

QUEBEC MARKETS

MONTREAL, April 17. — Great firmness characterises almost every department of the markets this week. Flour has set a phenonmenal pace, and is approaching the twelve dollar mark per barrel. All the cereals are likewise high, and their market firm. Molasses is up by fully three cents a gallon, and is firm, likely to go higher. Corn syrups are advanced again. Starches are up another half cent a pound. Rice is firmer. Potatoes are up, and some vegetables also. Pork products show greater firmness and higher prices. Eggs are easier. Poultry keeps in easy market also so far, and storage birds are cheaper buying than some other flesh foods. Fish foods are not much altered in price though scarce in some lines, and the market is a little dull following Lenten demand. Spices are firmer in tone. Tea is going rapidly towards famine prices. Black teas especially. Even the nut market is showing more firmness again, and sugar is showing similar tendencies.

Sugar Is In Firm Market As Before

Montreal.

SUGAR.—There was no advance in sugar at time of writing but New York was quoting $8.50 per hundred for refined, and the market tendency was very firm indeed. Reports regarding space for sugar shipments from Cuba were not encouraging as to amount available. Crop reports were no better than last week's, and stocks of refined and raw for refining were ready for replenishment. Thus the market keeps at extremely firm figures, and there is every chance of further firmness though every effort will be made to maintain steady prices. The American market is interested in the prospect of the imposition of an excise duty of a cent a pound on sugar which might affect the situation generally. Hand-to-mouth buying is still considered the profitable and wise plan but with the market so firm there is a tendency on the part of the uncovered as to stocks, to endeavor to cover in case of eventualities.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Companies, extra granulated sugars	8 25
Acadia Sugar Refinery, extra granulated	8 25
Wallaceburgh sugar	8 25
Special icing, barrels	8 25
Yellow, No. 1	7 85
Powdered, barrels	8 35
Paris lumps, barrels	8 85
Crystal diamonds, barrels	8 85
Assorted tea cubes, boxes	8 85

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Show Signs of Firming

Montreal.

CANNED GOODS.—No changes in prices of canned goods are recorded in Montreal for the present week, but tendencies to greater firmness are not lacking on the market. It looks like high prices for canned salmon, and probably also for all other canned goods this season. Stocks of old pack are rapidly running low. There will certainly be advances before September. Demand is quite brisk again following former periods of dullness. It is noted that the U.S.A. (Maryland), price for canned tomatoes (3's) is practically the same as the price in Canada $1.90 f.o.b. factory, it being announced that "owing to light stocks prices have advanced." It would not be profitable business it is said for Canadian firms to import American tomatoes at this figure. They would cost about $2.25 laid down in Montreal.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 60
Chums, 1-lb. talls	1 20	1 45
Pinks, 1 lb. talls	1 45	1 80
Cohoes, 1 lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 3s	1 85	2 15
Tomatoes, 2½s	....	1 90
Tomatoes, 2s	....	1 50
Peas, standards	1 25	1 50
Corn, 2s, doz.	1 60	1 75
Corn (on cob, gallon cans), doz.	....	8 50
Red raspberries, 2s	....	1 75
Red cherries, 2s	....	1 85
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Apples (gallon)	3 25	3 50

Firmness In Dried Fruits; Good Demand

Montreal.

DRIED FRUITS. — Currants have reached the quotation of 18½ cents in New York, which would mean about 21½ cents to the jobber in Montreal, and correspondingly higher to the retailer. Quotations to the retailer as below are still merely nominal. California raisin growers—not the great Association—but a few of the independent growers, have issued some 1917 crop prices. These appear to be high, but there are conflicting views about them. The Association representatives suggest possibly lower opening prices. Other opinions are that these early prices may yet be surpassed by Association prices. Spot prunes have advanced a cent a pound on the coast, and the market for these is very firm. Large orders have been put through for a European power —France it is said. Very few of the 1916 crop will be left by the time new crop is available. Prunes were actually quoted lower in New York than at the coast during the week of issue. It is impossible to get any accurate line of new crop quantity as yet, but firmer rather than easier price tendencies may be looked for.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 12½
Apples, choice winter, 50-lb. boxes	....	0 12½
Apricots (old crop)	0 18	0 19
Slabs	....	0 19
Choice, 25's, faced, new crop	....	0 22
Nectarines, choice	....	0 11½
Peaches, choice	0 11½	0 13
Pears, choice	....	0 16
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 21
Filiatras, packages, new	0 20	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	0 12½
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 11
Excelsior	....	0 10
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat	....	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	....	0 13½
40 to 50, in 25 lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	....	0 11½
90 to 100, in 25-lb. boxes, faced	....	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels (loose), 2 crown	..	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11½
Valencias, 4-crown layers	....	0 11

Prices quoted on all lines of fruits are liable to be shaded for quantities according to the state of market.

Molasses And Corn Syrups Both Advance

Montreal.

MOLASSES AND SYRUPS.—That molasses will be retailing at 90 cents a gallon for fancy grade if things go on as they are going is the view of an expert in the market for this product. Prices have advanced by three cents a gallon this week, and this advance is by no means likely to be the last. Even at 70 cents a gallon to the retailer fancy grade molasses is being sold at less return to the wholesaler than in the good old days before the war when not a third of the money was invested in handling molasses. The market is decidedly firm, and firming up still more. Corn syrups are up again this week, and the advance is not likely to be the last according to the latest opinions of men in close touch with the situation. While cane syrups have not shown any further advance at time of writing the market for these is also firm.

	Prices for Fancy, Island of	Choice, Montreal.
Barbadoes Molasses—		
Puncheons	0 70	0 65
Barrels	0 73	0 67
Half barrels	0 75	0 70

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Perfect seal jars, 3 lbs., 1 doz. in case, case	3 95
2 lb. tins, 2 doz. in case, case	4 35
5 lb. tins, 1 doz. in case, case	4 55
10 lb. tins, ½ doz. in case, case	4 45
20 lb. tins, ¼ doz. in case, case	4 40
Barrels, about 700 lbs.	0 06
Half barrels, about 350 lbs.	0 06¼
Quarter barrels, about 350 lbs.	0 06½
2 gallon wooden pails, 25 lbs. each, per pail	2 60
3 gallon wooden pails, 38½ lbs. each, per pail	2 90
5 gallon wooden pails, 65 lbs. each, per pail	4 45
Lily White—	
2 lb. tins, 2 doz. in case, per case	4 85
5 lb. tins, 1 doz. in case, per case	5 05
10 lb. tins, ½ doz. in case, per case	4 95
20 lb. tins, ¼ doz. in case, per case	4 90

Peanuts Still Make The Pace Upwards

Montreal.

NUTS.—There is renewed firmness in the market for nuts. Peanuts are higher by half a cent a pound for all but the larger sizes. Japanese peanuts are in demand as well as the Virginias. Shelled walnuts are costing more. They have advanced in the primary market by 4 cents a pound, but are still available in Montreal at the prices quoted last week. Soon they may be higher however. Some shadings are noted in other nut lines, but the whole market for these is very firm in tendency in spite of shadings from higher quotations of former weeks.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Brazil nuts (1916 crop), per lb.	0 20	0 21
Filberts (Sicily), per lb.	0 16	0 17
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	....	0 11
Peanuts (Jumbo), per lb.	0 13½	0 14½
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	0 70	0 75
Walnuts (Grenoble)	....	0 18
Walnuts (shelled)	0 45	0 46
Walnuts (Marbot), in bags	0 13	0 16
Walnuts (California No. 1.	....	0 24

Big Scarcity Of Canadian Beans

Montreal.

BEANS.—Good Canadian white beans are about as hard to find as nuggets of gold nowadays. A leading wholesaler declared the other day that he thought hardly as many cars of beans could be found in Montreal as could be counted on the fingers of one hand. There is no doubt however of the scarcity of these vegetables, and it is not to be wondered at that an advertisement appeared in a daily paper asking for someone with capital to finance an expert bean grower in a plan to make money out of next season's crop. Production of beans is bound to be profitable if indications are not entirely amiss. Three pound pickers are worth $8.50 a bushel now, and hand-picked, $9.00. Limas are very scarce too, and may advance before next week. Imported beans are finding their place in the markets for they are needed.

Beans—		
Canadian 3-lb. pickers, per bushel	....	8 50
Canadian 5-lb. pickers	7 50	8 10
Yellow Eyes	7 75	7 95
Lima, per lb.	....	0 16
South American	....	5 70
Peas, white soup, per bushel	3 75	3 90
Peas, split, new crop, per bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	5 00	5 75
Barley, pearl, per bag 98 lbs.	6 25	6 50

Rice Is Firmer And Still On Firm Trend

Montreal.

RICE AND TAPIOCA.—As pointed out last week, rice has been developing more firmness, and this week one large wholesale firm advanced prices of Rangon rice and of Patna by twenty-five cents per 100 pounds. That the advance is justified, and that further advances are in store for rice must be evident to all who have watched the markets since and before the war. When flour was at $2.50 a bag before the war, rice was more expensive than flour: Rice then cost $3.25 a bag of 100 lbs. To-day a hundred pounds of flour is costing pretty nearly twelve dollars, and 100 lbs. of rice is costing under five dollars. The sum is a matter of simple proportion, and to find "B." Rice at $5.00 soon instead of $4.85 per 100 lbs. should surprise no merchant. Tapioca also promises firmer markets for the future. Spot stocks are small, and importations much hampered.

Rangoon rice, per 100 lbs.	4 80	4 85
"Texas" Carolina per 100 lbs.	....	7 40
Real Carolina, per 100 lbs.	8 15	8 65
Patna (fancy)	....	7 65
Patna (good)	4 90	6 90
Siam, No. 2	....	4 65
Siam (fancy)	....	5 90
Tapioca, per lb.	0 11½	0 12

Cocoa And The Confections Steady

Montreal.

COCOA.—There is no special feature to report regarding cocoa this week. The market for the product in a retail way is active, and demand on the part of retailers is good. Prices are unchanged this week. It is extremely likely that owing to the very high price of teas, and the state of the tea market, cocoa may be used more freely domestically than before at this time of year. Chocolate, and the cocoa based confections generally are in normal demand and show no new market feature.

Cocoa—		
1 lb. tins, per doz.	....	4 60
½ lb. tins, per doz.	....	2 40
¼ lb. tins, per doz.	....	1 25
"10-cent" tins, per doz.	....	0 90
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

Coffee Is Quiet As Ever: May Keep So

Montreal.

COFFEE.—No changes or inclinations towards changes in coffee are reported.

Coffee is in dull market. There is no doubt about that. It will take all the efforts of the Allied forces to bring coffee into a condition of market activity such as once prevailed. When peace is attained coffee will return to its own again no doubt. Until then short of something totally unforeseen at present, there will be quiet times for coffee.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Teas Maintain The Upward Tendency

Montreal.

TEA.—The outlook is still to tremendous firmness as regards tea. There is no escaping the fact that cargo space is so hard to get that while there may be and is plenty of tea across the seas at primary markets, there is no way for it to reach the American continent except by slow degrees. One very large firm expecting a consignment on a certain steamer had as good as banked on this supply. When the steamer arrived there was no tea aboard at all. It is impossible to be sure of a consignment now without seeing it put into the hold, and then knowing that the vessel has safely crossed the seas. It is said that word has gone forth to the managers of certain tea plantations from shareholders' meetings that less tea is to be cultivated, and that space on the plantations may as well be devoted to rubber which will keep, and which is a war munition more or less. This reduction of tea cultivation will affect a future market, but there is trouble enough for the present tea market to keep those concerned busy. Rumors of an impending duty on tea in the United States have kept buyers busy on this side of the border, and large quantities of tea have gone over to the States, notably of Japan teas and China green teas it is said, but of black teas also where they could be secured. More consumption of green teas Chinas and Japans is coming in as a result of the scarcity of black teas. Prices are again firming up, though possibly there may be offerings of tea from large wholesale stocks at lower than the quotations undernoted which are only a couple of cents higher than these teas are costing importers.

Pekkoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spice Market Firm And May Go Firmer

Montreal.

SPICES. — Peppers look firmer but Montreal wholesalers and grinders have been protecting themselves by wise buying so that the impending shortage may not be felt suddenly. The ship shortage certainly is affecting spice supplies in the great centre for these on the American continent. New York. Spot consumption and export demand for pepper is estimated at 1,000 tons a month in New York. The outlook is for further firmness. Red peppers are quiet. Cloves are firm again, and in demand. Nutmegs are quiet. Cassias show some fluctuations in primary markets. Ceylon cinnamon is scarce and higher in New York. Gingers are in reduced stock, and considerable demand. Seeds and herbs are so far unchanged. Mustards are in fair demand. There is brisk business doing in spices throughout Montreal and the district served according to reports. Retailers are alive to possible shortages later on.

	5 and 10-lb. boxes.	pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 27	—0 37
Cayenne pepper	—0 28	——	—0 36
Cloves	0 32—0 35	—0 90	—0 39
Cream tartar—50c to 55c.			
Ginger (pure)	—0 20	——	——
Ginger, Cochin	—0 25	——	—0 31
Ginger, Jamaica	0 30—0 35	—1 15	—0 40
Mace	—0 80	——	—1 00
Nutmegs	0 40—0 60	—0 45	—0 80
Peppers, black	—0 30	0 87—0 95	—0 38
Peppers, white	—0 37	1 17—1 22	—0 40
Pastry spice	—0 25	0 25—1 20	—0 29
Pickling spice	—0 25	——	——
Turmeric	0 21—0 23	——	——
Lower prices for pails, boxes or bailers when delivery can be secured.			
Cardamom seed, per lb., bulk		2 00	2 50
Carraway, Dutch (nominal)		....	0 60
Cinnamon, China, lb.		0 18	0 25
Mustard seed, bulk		....	0 25
Celery seed, bulk		0 36	0 46
Shredded cocoanut, in pails		0 21	0 23
Cinnamon, per lb., 35c.			
Pimento, whole		....	12-15

Potatoes Show The Climbing Tendency

Montreal.

FRUIT AND VEGETABLES.—Valencia oranges are on the market quoted from $4.50 to $5.50 per box according to size, and Valencia blood oranges are quoted at $3.25 for half cases. Apples are in dull condition of market at present. Bananas go steadily at quoted prices, and are in good demand. Lemons look a little easier. Vegetables are still in very firm general market. Potatoes are higher, $3.35 for Green Mountains. Quebecs are unchanged so far. Old cabbage has gone as high as $12 a barrel, and cauliflower is $3.50 a dozen this week. There was word of a consignment of California celery this week, but Florida celery still holds the market largely. The California celery quotes higher for a larger crate, about $8 when on the market. Formerly California celery reached the market earlier. Beans are down to $4 a basket again, but leeks have advanced to $4. Spinach is down to $4 a barrel. Tomatoes are still most tremendously hard to get, and are quoted at from $7 a crate with meagre supplies coming slowly in, and being eagerly snapped up. The market has been making a good deal of Louisiana strawberries selling to the retailer at about 16 cents a pint on an average (subject to daily sales) and being retailed by grocers at as low as 18 cents a basket or two baskets for 35 cents.

Bananas (fancy large), bunch	2 75	3 50
Oranges—		
Navels, per box	4 00	4 25
(Floridas)	....	5 50
Valencia (Blood), half case	....	3 25
Valencia, Ordinary and large	4 50	6 50
Grape Fruit	3 25	4 00
Lemons	3 75	4 25
Apples—	No. 1	No. 2
Spies	8 50	7 50
Baldwins	7 00	6 50
Kings	5 50	5 00
Wagners	6 00	5 50
Russets	7 00	5 50
Ben Davis, No. 1, $5.50; No. 2	....	5 00

Brussels Sprouts (quarts)	0 15	0 25
Brussel sprouts, U.S.	....	0 35
Cauliflower, per doz. bunches	....	3 00
Celery (Florida), per crate	5 00	6 00
Celery (U.S. washed), doz.	....	1 50
Onions, red, per bag (75 lbs.)	....	7 50
Onions Spanish, per crate	....	8 00
Onions, Spanish, ½ crate	....	4 00
Onions, Spanish, ¼ crate	....	2 50
White onions, per bag (100 lbs.)	....	6 00
Potatoes, per bag (80 lbs.)	2 50	3 25
Potatoes (new) per bbl. (150 lbs.)	....	10 00
Potatoes (red)	2 50	2 75
Potatoes (sweet) hamper	....	3 50
Carrots, per bag	....	1 50
Beets, per bag	1 50	2 00
Parsnips	....	1 50
Turnips	1 25	1 75
Lettuce, Curly, per doz.	....	0 75
Lettuce, Romaine, doz.	....	1 00
Lettuce (Boston), per box of 2 doz.	....	4 00
Tomatoes, hothouse, lb.	....	0 25
Tomatoes (Florida), per crate	7 00	9 00
Horse Radish, per lb.	....	0 25
Cabbage (barrel), (old)	....	12 00
Cabbage (new), New York, cratee	7 50	8 50
Cabbage (new), per hamper	....	6 00
Cauliflowers (doz.)	....	3 50
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	....	4 00
Beans, U.S., green, basket	....	4 00
Leeks, per doz. bunches	....	4 00
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	4 00
Spinach (Canadian), hamper	....	2 00
Do., per bbl.	....	7 00
Rhubarb, per doz.	....	1 50
Rhubarb (U.S.A.), per lb.	....	0 10
Eggplant, per doz.	....	3 00
Cauliflower, crate	....	4 25
Garlic (Venetian) lb.	....	0 12
Endive (Canadian), lb.	....	0 25
Strawberries (Louisiana), pints	....	0 16

Fish Business is Rather Less Active

Montreal.

FISH.—Trade in fish generally is as good as can be expected at this time of the year, and supplies are in some quarters hard to procure. In other quarters supplies are comparatively easier to get. There is some halibut coming from the West, also from the East. The quantities of halibut available will certainly reflect on the prices. Stormy weather has reduced the output of fresh haddock, codfish, and market cod, and for this reason prices may be found before long a shade higher. Lake fish is still scarce and no improvement is looked for until milder weather sets in. It is close season now until May 15 for pickerel, and for black bass until June 15. On account of the cool weather sale of bulk and shell oysters is better than usual at this time of year. Lobsters are still on the down trend, selling as low as 30 cents. Trade in pickled and preserved fish is very dull.

SMOKED FISH		
Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, per bundle of 5 boxes	....	1 00
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		9 00
Salmon (Labradmor), per bbl.		20 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 50
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 99
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 30
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH.		
Halibut		17 —18
Haddock, fancy, express, lb.		7½— 8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, express, lb.		10
Salmon, Western		16 —18
Salmon, Gaspe		18 —20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15

Eels, lb.		0 10
Dore	0 12	0 13
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20
Oysters—		
Selected, gal.		2 00
Ordinary, gal.		1 50
Malpeque oysters (choice) per bbl.		13 00
Malpeque Shell Oysters (ordinary), bbl.		10 00
Cape Cod shell oysters, per bbl.		12 00
Clams (med.) per bbl.		8 00

FRESH FISH.

Haddock	0 09	0 10
Steak Cod	0 10	0 12
Market Cod	0 08	0 08½
Carp	0 11	0 12
Halibut	0 19	0 20
Dore	0 18	0 20
Lake trout	0 16	0 17
Pike	0 11	0 12

ONTARIO MARKETS

TORONTO, April 18.—The markets with the livest interest for the grocery trade during the past week have perhaps been those of sugar and flour. With the exceptionally high prices being paid for grains of all kinds there has also been more than a passing interest in all corn and oat products.

Sugar in Firm Position During Week

Toronto.

SUGAR.—There was a continued firmness in the market for sugar during the week, with an advance of ⅛c recorded in the price of raws on the New York market. The dominating feature of the situation is the fact that the United States is at war. At the time of her entry into hostilities it was doubtful what effect this step would make, but at the time it was pointed out that the heavier consumption of sugar and the purchases that the United States Government would undoubtedly make would have a firming effect. The Cuban freight situation has also had a material effect on the market toward enhancing values, owing to increased war risks and insurance on tonnage the cost of freight has advanced materially. Freights from Porto Rico have also shown advances to an even larger percentage. In some instances the war risk insurance premium on the vessel was equal to the freight charges. In the United States during the week there was some demand for export account, but toward the end of last week it was very difficult to buy sugar for export even on the basis of the full domestic price. There is some indication from Great Britain that the food controller may cause the voluntary rationing allowance of three-quarters of a pound of sugar per head to be reduced to one-half pound per week. This would mean a reduction in the amount of sugar consumed in the United Kingdom of some 300,000 tons per annum. If this takes place there will in all probability be an effect on the raw sugar market, as the amount consumed will thus be lessened. Demand from Canadian refiners has been good during the past week, with a disposition among the wholesalers to look for higher prices.

	100 lbs.
Atlantic, St. Lawrence and Canada Sugar Company's, extra granulated sugars	8 30
Acadia Sugar Refinery, extra granulated	8 30
Dominion Sugar Refinery, extra granulated	8 30
Yellow No. 1	7 90
Special icing, barrel	8 50
Powdered, barrel	8 40
Paris lumps, barrel	8 90
Assorted tea cubes, boxes	8 90

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Further Advances In Canned Meats And Soups

Toronto.

CANNED MEATS, SOUPS, MACARONI.—Additional advances have been announced in Clark's brand of canned meats. Jellied veal halves are now quoted at $2.75 per dozen and one-pound tins at $3.50 per dozen. Ready lunch beef in two-pound tins are quoted at $9 per dozen. Ready lunch veal loaf is quoted at $1.75 per dozen for half-pounds; ham loaf halves at $1.75, and beef loaf halves also at $1.75. Clark's pork and beans have also advanced slightly, being now quoted at $2.50 per dozen for three-pound tins for tomato and chili sauce, and $2.15 per dozen for plain pork and beans. Clark's smoked beef halves have also been advanced to $2 and one-pound tins to $3 per dozen. Rolled meats in quarter-pound tins are quoted at 65c dozen and half-pound tins at $1.30. Tomato soup, manufactured by the same concern, has been advanced from $1.25 to $1.75, while Vermicelli soup has recorded a like advance of 50c, and is now selling at $1.75. Catelli's L'Etoile macaroni and Vermicelli has recorded a slight advance of 10c per case, the long packages now selling at $2.40 per case, and the short packages at $2.30 per case. Milk macaroni is also selling at $2.40 per case. Aylmer strawberry jam has been increased to 75c for the 4-lb. pail. The price on the new size N.P. soap is $3.75 per 30 bars. Kraft paper has also advanced ½c per pound, the broad stripe now being quoted at 11c and the plain at 10c per pound. Ice cream cones have recorded a slight advance, the small 1c size now selling at 40c per box of 400 and the larger size at 35c per box of 100. Campbell's soups have also been moved higher by 10c, now selling at $1.75. American ready-cut macaroni is quoted at 10c per pound as compared with 8½c formerly.

SUGAR AND FLOUR ADVANCE

While CANADIAN GROCER is about to go to press, advice has been received that Canadian refiners have advanced the price of all sugars 25c per hundred, now making the selling price of extra granulated $8.64 at Toronto and $8.50 at Montreal. Two of the refiners have withdrawn from the market temporarily, namely, Acadia Sugar Refining, and Canada Sugar Refining Company.

Flour advanced 40c per barrel late Wednesday afternoon of this week, and is now quoted on a basis of $12.10 per barrel for Manitoba first patents. Wheat in the Winnipeg market advanced 7c for the May option on Wednesday, closing around $2.35 per bushel.

Corn Syrups Have Advanced 50c Case

Toronto.

MOLASSES AND SYRUPS.—An advance of 50c per case has been made in the price of corn syrups, the increase being made in two steps, one of which came toward the end of last week and the other of 25c going into effect on Tuesday of the present week. Barrels of corn syrup are now selling at 6c per pound, which represents an increase of 1c per pound. Cases of two-pound tins are now quoted at $4.35 and cases of 5-pound tins at $4.55. Molasses is in a firm market, some wholesalers having cleaned up their stocks of two-pound tins. On corn syrups the manufacturers are not quoting firm prices, the price at the date of shipment being all the guarantee that is given on sales. Bulk molasses has been advanced by importers ½c per gallon.

Corn Syrups—		
Barrels, per lb.		0 06
Cases, 2-lb. tins, 2 doz. in case		4 35
Cases, 5 lb. tins, 1 doz. in case		4 55
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade		0 06½
Barrels and half barrels, lb.		0 05¾
Cases, 2-lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.		0 75
West India, half barrels, gal.	0 42	0 44
West India, 10-gal. kegs		0 50
Tins, 2-lb., table grade, case 2 doz.		3 75
Tins, 2-lb., baking grade, case 2 doz.		2 75

Corn Demand Heavy With Prices Firmer

Toronto.

CANNED GOODS.—There has been a continued good demand for corn during the week, and prices as a result have inclined to higher levels, quotations being given as high as $1.90 per dozen, with the range down to $1.75 as the minimum. There are fairly good stocks of peas, and with the possibility of new pack in the not distant future there is a steadiness to the market for peas. Asparagus tips are scarce, and prices have firmed up, sales now being almost entirely on the $3 basis. Strawberries are also firmer, being quoted up 10c per dozen in some quarters. Canned peaches in 2-lb. tins are 5c per dozen higher at $1.80. New crop Hawaiian pineapple 2's is being quoted at $2.35 per dozen, with $1.50 for 1-lb. containers. Tomatoes continue to go into consumption well.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb., talls	2 75	3 00
Alaska pinks, 1-lb. talls	2 40	
Chums, 1-lb. talls	1 40	1 45
Pinks, 1-lb. talls	1 65	1 80
Cohoes, ½-lb. tins	1 45	1 50
Cohoes, 1-lb. tins	2 50	2 60
Springs, 1-lb. talls	2 40	2 75
Lobsters, ½-lb., doz.	2 60	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 15	2 25
Tomatoes, 3s		2 40
Peas, standards		1 35
Peas, early June		1 45
Beans, golden wax, doz.	1 35	1 45
Asparagus tips, doz.		3 00
Corn, 2's, doz.	1 75	1 80
Pumpkins, 2½'s		1 85
Red raspberries, 2s		2 65
Red cherries, 2s		2 45
Strawberries, 2s	2 50	2 60
Pineapple, Hawaiian, 2s, doz.	2 35	3 00

American Peel Higher; English Peel Not Quoted

Toronto.

DRIED FRUITS.—Importers have advanced the price of American peel 1c per

pound since the opening price of a week or ten days ago. With the increase that has been occasioned through the duty the increase amounts to $1.42 per 100 pounds. One importer booked some thirty tons of American peel before the advance took place. There will be no English peel in the local market during this season, as shippers from across the water have expressed the opinion that it will be impossible to make deliveries on account of the operation of the embargo. The trade will, therefore, have to depend on the American peel. Quotations that were made on Australian currants to sell at 17½c per pound to the retail trade have not yet been confirmed by the shippers in Australia, and it is intimated that the orders may have been so large that they have been swamped with them. Prunes at coast points have advanced ½c per pound all around. Peaches at the coast have been withdrawn, with the intimation that there will be an advance of ⅜c per pound. Locally prices have held steady in dried fruits.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 20	0 22
Patras, per lb.	0 21	0 23
Cleaned, ½ cent more.		
Australians, lb.	....	0 22
Dates—		
Excelsior, packages, 3 doz. in case	....	3 25
Dromedary dates, 3 doz. in case	....	4 00
Hallowee, per lb.	....	0 11½
Figs—		
Taps, lb.	....	0 06½
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25s, faced	0 13	0 13½
40-50s, per lb., 25s, faced	0 12	0 12½
50-60s, per lb., 25's, faced	0 12	....
60-70s, per lb., 25's, faced	0 11½	....
70-80s, per lb., 2s, faced	0 09½	0 11
80-90s, per lb., 25's, unfaced	0 11½	....
5-lb. tins	....	0 65
Peaches—		
Choice, 25-lb. boxes	0 12	0 12½
Stds., 25-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 15	0 16

May Have to Depend On Tramp Ships For Tea

Toronto.

TEA.—With the requisitioning of all the direct steamship lines on the Pacific plying to Canadian ports by the Imperial Government tea men are still more uncertain as to their chances for getting tea supplies direct from Calcutta and Colombo. They assert that their only certain means of transportation seems to be by tramp steamer or sailing vessel. These are in such big demand that there seems but slightly better prospects of getting shipments forwarded by them. Some light stocks of tea are reported to be afloat on their way to Canada, but the amount is very small, and by no means sufficient to anywhere meet the needs of the situation. Well-informed tea men are of the opinion that the price of tea has by no means reached its top notch yet. When the real shortage or pinch is felt, they expect that people will be willing to pay the higher prices. One large tea importer points out that formerly some 500,000 chests of tea came into the Canadian market annually by way of London. That is, the tea was either sold from these and shipped from that port, or it was transshipped there on its journey from Ceylon and India. This supply is now shut off entirely, and the only hope of relief seems to be through direct shipments that come to Boston, or are sent across the Pacific by tramp steamer. Interest in the tea situation continues as acute as ever. Prices locally held fairly steady during the week.

	Per lb.	
Pekoe Souchongs	....	0 42
Pekoes	....	0 45
Orange Pekoes	0 48	0 50
Broken Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Cloves, Coriander And Cream of Tartar All Up

Toronto.

SPICES.—An advance of 5c per pound has been recorded in the price of cloves during the week by the majority of concerns, which now makes the range of prices from 35c to 55c, as compared with 30c to 50c last week. One concern, however, is still quoting at the lower figure. Coriander seed has been advanced 2c per pound by the majority of concerns, although the prices of last week are still being adhered to by one concern. The market for coriander seed is more generally 30c to 38c per pound, as compared with 28c to 35c last week. French pure cream of tartar is now quoted firm at 50c per pound, an advance of 2c. In one instance the price of pickling spice has been moved up so that the minimum quotation is now 22c, with a range up to 25c.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 35
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, white	0 38	0 45
Peppers, black	0 30	0 35
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 28	0 38
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	....	0 50
American high test	0 55	0 58

Rio Coffees Have Been Moved Higher

Toronto.

COFFEE, COCOA.—There was a movement toward higher levels in the Rio grades of coffee during the week on the part of some of the large coffee dealers, an increase of 4c per pound being registered in some quarters. This now makes the lowest selling price for this grade with the concern in question 24c per pound. Other concerns, however, are still quoting at the figures of last week. The demand for cocoa is becoming heavier, but prices held steady during the week. Locally the demand for coffee is reported excellent. Chicory is also in firm market, having been advanced 1c to 2c per pound in some quarters.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 15	0 17
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 15	0 20

Peanuts Are Higher; Shelled Walnuts Firm

Toronto.

NUTS.—There has been a firming tendency in the price of peanuts during the week as a result of the higher quotations prevailing in the primary markets in the South. Roasted Jumbo peanuts are being quoted up as high as 15c per pound, with Virginia peanuts as high as 12c. Shelled walnuts on the continent are reported to be practically exhausted. Any quotations that are now being made are on a basis to lay down at the present selling price to the retail trade. Demand for nuts is quiet.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12½	0 15
Brazil nuts, lb.	....	0 15
Cocoanuts, per sack 100	....	6 00
Shelled—		
Almonds, lb.	0 42	0 45
Walnuts, lb.	0 48	0 50
Walnuts, California	0 26	0 33
Peanuts, lb.	....	0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.	....	0 85

Importers Advance Eastern Rice Prices

Toronto.

RICE AND TAPIOCA.—Importers of Siam and Far Eastern rices at the West Coast have announced an advance of $15 per ton in their price, which amounts to ¾c per pound. It is also understood that low-grade Siams are likely to advance still further. There is a continued firmness in Southern rices, with advances locally; Texas fancy selling from $8.25 to $8.50 per hundred, as compared with $7.50 to $8.50 previously. There is a steady demand for rice. Tapioca is in steady market.

Texas, fancy, per 100 lbs.	8 25	8 50
Siam, fancy, per 100 lbs.	6 50	7 00
Siam, second, per 100 lbs.	5 00	5 75
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	7 50
Tapioca, per lb.	0 11½	0 12½

Ontario Beans Are Quoted 50c Higher

Toronto.

BEANS.—With supplies of Ontario white beans getting in narrower compass and a steady demand continuing, there was a movement toward higher prices during the week, 1 to 2-lb. pickers having advanced 50c per bushel, now being quoted at $7.50 to $8. There was also a firmer tendency in Rangoon beans, as stocks of these are getting low. Yellow eyes share in the generally firmer tendency in beans.

Ontario, 1 lb. to 2 lb. pickers, bush.	7 50	8 00
Rangoon, per bushel	6 50	7 00
Black eyes, California, bushel	....	4 00
Yellow eyes, bushel	7 20	7 75
Limas, per pound	0 13	0 15

Starches up 1c Pound; Shredded Wheat Up

Toronto.

PACKAGE GOODS.—An advance of 1c per pound has been recorded in the price of all corn starches and laundry starches during the week. Quaker cornflakes have been advanced to $2.85 per case, an increase of 15c. Shredded wheat has been increased 40c per case, to take effect from May 1, the selling price after that date being $4. Wholesalers have been given a certain allotment, which they can dispose of at the old price, but as soon as this is taken the higher prices will prevail.

Cornflakes, per case	2 85	3 40
Rolled oats, round, family size, case	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10
No. 2, pound cartons	....	0 09
Starch, 6-lb. packages, per lb.	0 08½	0 11½
In 1-lb. cartons	....	0 10

Oyster Demand Over; Fresh Fish Coming

Toronto.

FISH AND OYSTERS.—The demand for oysters for the present season is practically over. Dealers report the season as being a satisfactory one. With the coming of spring weather the taste for oysters vanishes. Fresh whitefish and salmon trout from the Great Lakes have been coming in little better supply during the week, with quotations for both classes holding around 20c per pound. Larger quantities are expected to reach the market in the near future. The demand for smoked fish has been fairly good during the week. The fish trade is comparatively quiet, following the big demand during the Lenten season. Prices were unchanged.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	....	0 12½
Haddies, fillets, per lb.	....	0 16
Kippered herring, per box	1 50	2 00
Digby herring, bundle of five boxes	1 10	1 25
Smoked boneless herring, 10-lb. box	....	1 50
Strip cod, 30-lb. boxes	....	4 50
PICKLED AND DRIED FISH.		
Skinless cod, 50-lb. boxes	....	4 50
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits	....	2 30
Salt cod, lb.	....	0 08½
Quail on toast, lb.	....	0 10
Shredded cod, 24 cartons	....	1 80
FRESH SEA FISH.		
Crabs, per dozen	....	1 00
Halibut, frozen	0 17	0 17½
Chicken halibut, per lb.	0 15	0 15½
Qualla salmon (pink), frozen	0 10	0 10½
Cohoe salmon (red), frozen	0 12½	0 13
Haddock, fancy, express, lb.	0 09	0 10
Steak, cod, fancy, express, lb.	0 12	0 13
Flounders, lb., frozen	....	0 06
Winkels, per bag	....	1 75
FRESH LAKE FISH.		
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 12½	0 13
Whitefish, lb., fresh	....	0 20
Trout, lb., fresh	....	0 20
Goldeyes, lb.	0 07	0 08
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Yellow pickerel	0 12	0 13
Smelts, No. 1	....	0 12½
Oysters—		
Standards, gal.	2 00	2 30
Selects, gal.	2 50	2 65
Shell, per barrel	....	8 50
Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20

Grapefruit Higher; Strawberries Lower

Toronto.

FRUIT.—Owing to the difficulty connected with the shipment and the higher freight rates prevailing from Cuba and Porto Rico grapefruit has been advanced approximately 50c per case during the week. In Florida the grapefruit is scarce owing to the heavy frost, which destroyed much of the fruit. Pineapples are moving to lower levels as the approach of the heavy production period approaches in May. They are quoted down from 50c to 75c per case. Strawberries are reaching the market in larger quantities, as the supply is more plentiful at Southern producing points. Quartz are now quoted at 32c and pints at 15c to 18c. The staple lines of fruit are moving fairly well.

Apples—		
Baldwins, No. 1 N.S., bbl.	6 00	6 50
Baldwins, No. 1 Ontario	....	7 00
Baldwins, No. 2 Ontario	....	6 00
Ben Davis, No. 1	4 60	5 60
Ben Davis, No. 3	....	3 60
Boxes, American	2 50	2 75
Bananas, bunch	2 25	3 25
Oranges—		
Cal. Navels	3 25	4 00
Floridas, case	3 75	4 00
Grapefruit, Florida, case	4 50	5 50
Grapefruit, Cuban	4 00	4 50
Grapefruit, Porto Rican, case	4 60	4 50
Lemons, Cal., case	4 00	4 25
Messinas, case	3 50	4 00
Pineapples, Porto Rican	3 75	4 50
Cuban, case	....	....
Rhubarb, doz. bunches	1 00	1 20
Strawberries, 1 qt.	....	0 32
Strawberries, pints	0 15	0 18

Potatoes Higher; Florida Celery Easier

Toronto.

VEGETABLES.—Potatoes were on the upward trend during the week, selling from $4 to $4.25 for New Brunswick Delawares, as compared with $3.50 to $3.75 last week. Western potatoes also moved up 25c per sack, and are now quoted from $3.50 to $3.75. Florida tomatoes are again in the market, and are being quoted from $6.50 to $8 per case, according to the size of the tomatoes. Spinach is this week being quoted by the barrel at $5.50. Radishes in bunches are being quoted at 50c per dozen. California asparagus is easier in price, being quoted from $6 to $9 per case, as compared with $8.50 to $9.50 last week. Florida celery is arriving in larger quantities, and the price is consequently lower, being quoted 50c to $1 per case lower than last week at $3.50 to $4.75.

Asparagus, Cal., case	6 00	9 00
Beets, bag	1 75	2 50
Brussel sprouts, imported, quart	....	0 15
Cucumbers, hothouse, doz.	2 50	2 75
Cabbage, hampers	....	....
Cauliflower, Cal., 15 to 24 in box	2 75	4 75
Carrots, bag	....	2 00
New, hamper	....	2 50
Celery, Florida half case	3 50	4 75
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
California head lettuce, hamper	....	3 00
Mushrooms, 4 lbs.	2 75	3 00
Onions—		
Spanish, crate, 120 lbs.	....	9 50
New Zealand, 75-lb. bags	....	8 00
Ontario onions, 75 lb. sack, red	....	8 25
Green, per bunch	....	....
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	4 00	4 25
Sweet Jerseys, hamper	....	....
Western, 90-lb. sack	3 50	3 75
Ontario, 90-lb. sack	....	....
Parsnips, bag	2 50	....
Radishes, doz. bunches	....	0 50
Spinach, barrel	....	5 50
Green peppers, doz.	....	1 00
Tomatoes, Florida, 6-basket carriers	6 50	8 00
Parsley, doz.	....	1 00
Watercress, doz.	....	0 30
Turnips, bag	0 75	0 90

MANITOBA MARKETS

WINNIPEG, April 18.—Since the U.S. broke with Germany, jobbers here have experienced even more difficulty securing supplies. Brokers do not see any improvement ahead. One broker stated that they were just grabbing what they could and where they could. Transportation, he said, was the biggest difficulty with import goods. They seemed able to purchase plenty, but had difficulty getting space on board ship. He gave an instance of this, and told of placing an order for preserved ginger, the arrangement being c.i.f. Hong Kong, the broker paying any increase in freight which occurred between now and next July. It was found that the increase in freight had sent the price up $1 per case over what it was three months ago.

Most things continue to advance in price, the latest being Aunt Jemima flour, which has not changed in price since the war began. It is now 80c. per case more. It would not surprise Westerners to see an advance in maple syrups. Advices from Quebec province indicate a short season. There was an advance this week on Clark's canned meats, the advances being from 5 to 20%.

Sugar Now $9.00 Cwt. And Going Higher

Winnipeg.

SUGAR. — The latest advance announced last week, brought price of standard granulated up to $9, and considering that at the time of writing the raw market had advanced another 30 points, the trade would not be surprised to see a further advance. The chief factor in sending the market up seems to be the intention of Cuba to go into the war. The effect of this latest advance locally was not very marked, although there was a heavier demand than usual from the wholesale trade.

Corn Syrup Up Again Higher Maple Syrup

Winnipeg.

SYRUP.—There has been a further advance in corn syrup amounting to 50c. per case. This was expected as a result of the high corn market, and is the third one to take place within two weeks. As a result of the high corn market, corn starch has also advanced another 1c per lb. This advance in corn starch and corn syrup occurred on Wednesday, April 11. There is no change in cane syrup, but dealers are still looking for one on account of the high sugar market. It looks as though there are going to be higher prices on maple syrup and sugar, as all reports from Eastern Canada indicate this has been a short season, and the fact that the railway companies have placed an embargo on less than carload shipments into Montreal, has compelled shippers to send their produce by express. These facts together indicate a considerable increase in the price of new goods. New crop

syrup and sugar is now arriving on the market.

Apricots Advancing Prunes Go Higher

Winnipeg.

DRIED FRUITS.—Apricots are said to be scarce in California, but fairly good stocks are held in Winnipeg. However, many of the jobbers are advancing their quotations. Prunes continue to climb, going up ⅛c. or ¼c. every few days. Stocks in California are not sufficient to take care of the demand until the new crop comes. It is reported that peaches are due for an advance. Evaporated apples in Ontario are practically cleaned out, and are difficult to get hold of.

DRIED VEGETABLES.—Difficulty in securing white beans which has been experienced for a long time now, is as acute as ever. Jobbers have some stocks, but none of them seem very heavy. All cereals are continuing upwards.

CANNED GOODS.—With labor scarcer than ever and tin plate higher, even if there is a big crop this year, there is little likelihood of canned goods being lower.

Fresh Salmon 23c Haddock Hard to Get

Winnipeg.

FISH AND POULTRY.—Fresh salmon is beginning to come in slowly now and is quoted at 23c., which price is too high to allow of very much moving. Halibut is now quoted at 17c. Dealers report that there is a fairly good supply. The whitefish in stock now is all frozen, there being no fresh on the market. The supply of haddock seems to be small, and some wholesalers are not offering it. Prices on mackerel vary from $3 to $3.50 for 20-lb. kits. Poultry is beginning to move fairly well.

Whitefish	0 12	0 13
Salmon, frozen	....	0 15
Salmon, fresh	....	0 23
Halibut, fresh	0 16	0 18
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Mackerel, 20-lb. kits	3 00	3 50
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 00
Salt herrings, 20-lb. pails	....	1 50
Smelts	....	0 17
Haddock	....	0 09
Flounders	....	0 08
Brook trout	0 30	0 40
Smoked fillets	....	0 17
Sea herring	0 07½	0 08

Potatoes Advance Again Pineapples Expected

Winnipeg.

FRUITS AND VEGETABLES.—The most important fact in connection with the vegetable market this week is that potatoes have begun to go up again and there is every indication of higher prices before very long. Dealers are to-day paying $1.75 to $2 per bushel. This is attributed to the heavier demand from U.S. Dealers are unable to predict whether this is permanent or not, preferring to wait and see before saying very much. Very few potatoes are coming in from Alberta and B.C. and the belief here seems to be that there are not too many in those provinces. Oranges continue to be the big seller, and they are quoted at $4 to $4.25 per case. There is a big demand for Ponchapula strawberries which are arriving in good quality. These were offered last week at $4 per case of 24 pints, but advanced later to $4.25 on account of the heavy demand. The trade expects pineapples this week, which will probably open at about $6 per case. Rhubarb is quoted at $4 per box this week; Washington rhubarb should be in next week at $2.50 per box. California cabbage is up to 10c. per lb. California celery is up to $7 per case.

Manitoba potatoes, bushel	1 75	2 00
Celery, Cal., case	....	7 00
Cucumbers, box	....	6 00
Carrots, old, bushel	....	1 00
Turnips, old, bushel	....	0 60
Cabbage, per cwt., old	....	8 00
Cabbage, Cal., small crates	....	0 10
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 75
Lettuce, leaf, doz.	....	0 65
Imported mushrooms	....	0 90
Sweet potatoes, hamper	....	5 00
Parsley, imported, doz.	....	0 75
Peas, green, lb.	....	0 25
Spinach, lb.	....	0 15
Fruits—		
Oranges, navel, case	4 00	4 25
Oranges, bitter, Palermos, case 200	....	5 00
Lemons	....	5 00
Grape fruit	5 00	6 00
Malaga grapes, kegs	8 00	10 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.	....	11 00
Pears, Winter Nellis, box	....	4 50
Strawberries, Louisiana, case 24 pts.	4 00	4 25
Bananas, lb.	....	0 06
Rhubarb, box	....	4 00

EGGS SHOULD NOT BE DISPLAYED

Under present circumstances, when our every energy and effort is being put forward to increase the production of food products, one's attention naturally turns to the food stocks available and the waste evidenced in handling. With no commodity is waste so apparent as it is in the handling of eggs. During the past few years special endeavor has been made to bring this matter to the attention of the producers and wholesale trade, but it is found that the retailers do not realize to the full the extreme perishability of eggs.

It is now a common thing for retailers at this season of the year to advertise the increasing egg supply by displaying piles of eggs in their store windows. The eggs thus exposed in many cases come under the direct rays of the sun and owing to the extreme temperature, deterioration, evaporation, and loss of flavor results. It is well to advertise, but the purpose should not be defeated by causing dissatisfaction among customers through the deterioration of the product in this manner.

DEFINITE INFORMATION

Editor, CANADIAN GROCER,

Dear Sir,—I wish to compliment you on the article in your February 23rd issue, re the War Revenue Act. This is the most complete definite information on this subject we have yet received.

JOHN KEW.

Brantford, Ontario.

A NOVEL NOTE IN ADVERTISING

J. A. Ramsay of Gleichen, Alberta, has introduced something of a novelty in advertising. Under the heading "Ramsay's Inaugural Spring Address" there follows the Text:—"New Conditions in Gleichen District Successfully Met." Under this heading the advertisement goes on to outline the store's plan for doing a cash business, by cash being meant payment within thirty days. For this time the store gives what is describes as its "Rock Bottom Cash Price. The advertisement goes on to state however that they are not shutting out the credit customer. That extended credit may still be had but at a higher price.

The advertisement continues: "We are out for business and if we give them —which we can—prices, which we defy mail-order houses to beat, it is up to the farmer to give us his cash. He may be also facing some lean years when he will not have cash to spend."

This is an argument that cannot well be gainsaid. The advertisement as a whole is an unusual and telling method of putting the stores policy before its customers.

MUST FIND NEW MARKET FOR NEW BRUNSWICK LOBSTER PACK

The problem of disposing of the surplus lobster pack, arising from the British embargo, is engaging the serious attention of New Brunswick canners. It is felt that the United States markets will not absorb much more and the domestic markets will take only a portion of the extra quantities available. Under the circumstances, new markets must be arranged for, and hopes are held out that the solution may be found in direct shipments of consignments formerly shipped via England.

Urge Direct Distribution

Fred Magee, M.P.P., one of the largest operators in the proviice, points out the place England has taken in the distribution of Canadian lobsters. In 1914, no less than $180,000 worth of Canadian lobsters reached South America, but almost entirely via England. In the same way large quantities reached South Africa and Australia. Mr. Magee suggests that arrangements might be made to make these shipments direct, provided the sales could be made and the business end of the transactions handled through London as usual.

The persons who will feel the situation the most will be the lobster fishermen, according to Mr. Magee. The prices of all his supplies have increased greatly during the last year and a half, while the prices they receive from the packers cannot increase any this year on account of the conditions arising from the embargoes.

FLOUR AND CEREALS

Flour Again Rises To Record Heights

Montreal.

FLOUR AND FEEDS.—Once again the story of flour is a story of advance. Prices for first patents are now away beyond the eleven-dollar mark, and the market keeps firm. Twelve-dollar flour is in sight, but even though indications are all to further firmness, there is always a reluctance regarding definite predictions. As a matter of fact, it has become almost impossible to sell flour in some quarters at the present high prices. People are buying from hand to mouth, and holding off in fear of a drop in the market. The factor of the Ottawa Government's action in declaring free wheat is regarded variously. Some hold that this may not seriously affect the situation. Others believe that it may cause further firmness. The principal milling concerns in Montreal reserve their opinions. As evidence of the difficulty of doing business in flour at present it is rumored that certain concerns are temporarily withdrawing their travellers from the road. Rumors of a corner in wheat are suggested with the theory that prices may yet tumble. Possibility of the United States Government's regulating wheat prices forms a strong impending factor likely to break the market should it occur, but with the certainty of a world shortage of wheat (even though Canada has still a good deal available), there is little reason short of a downright break in the market to anticipate easier flour prices for the present. Everything at time of writing looked towards firmer prices. Winter wheat is also firmer, and feeds are up at least a dollar a ton. Feed oats are also very strong again this week.

	Car lots	Small lots
Manitoba Wheat Flour		
First patents	11 80	12 00
Second patents	11 30	11 50
Strong bakers	11 10	11 30
Winter Wheat Flour—		
Fancy patents	10 25	10 50
90 per cent., in wood	10 00	10 30
90 per cent., in bags	4 60	4 75
Bran, per ton	38 00	40 00
Shorts	41 00	42 00
Special middlings	44 00	45 00
Feed flour	53 00	54 00
Feed oats, per bushel		0 85

Cereals Show All Firmness Possible

Montreal.

CEREALS.—Every cereal based on wheat is firmer this week, and every corn based cereal is also firmer in tone, for corn is scarce, and wheat is breaking price records. Package cereals are also showing the tendency to greater firmness most markedly. One line of pancake and buckwheat flour ("Teco") is in for an advance owing to the firmness of flour. Pearl hominy is advanced owing to the firmness in corn. There is not much granulated hominy in wholesalers' hands at present. Canadian boiling peas keep in remarkably easy market comparatively, being as one wholesaler remarks, "one of the low-priced foods" in these days. But even peas are none too plentiful.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat flour, 98 lbs.	....	5 00
Corn flour, 98 lbs.	....	4 60
Cornmeal, yellow, 98 lbs.	4 00	4 25
Graham flour, 98 lbs.	5 65	5 70
Hominy, granulated, 98 lbs.	**4 50**	**4 75**
Hominy, pearl, 98 lbs.	....	4 50
Oatmeal, standard, 98 lbs.	....	4 30
Oatmeal, granulated, 98 lbs.	....	4 30
Peas, Canadian, boiling, bush.	....	**3 75**
Rolled oats, 90-lb. bags	....	3 75
Whole wheat flour, 98 lbs.	....	5 65
Rye flour, 98 lbs.	....	5 00
Wheatlets, 98 lbs.	....	5 70

Free Wheat Sent Ontario Flour Up

Ontario Wheat Advanced Amount of Duty But Manitoba Wheat Held Steady—American Wheat Went Down

Toronto

FLOUR.—The immediate effect of the placing of wheat on the free list has been to increase the price of Ontario flour 50c per barrel. This followed an advance of 10c per bushel in Ontario wheat, the price for the same mounting from $2.22 per bushel to $2.32 per bushel for No. 2 winter wheat. Milling men point out that the reason for this lies in the fact that Ontario flour products will now be able to enter the market by way of Niagara to Buffalo and other points in New York States for practically the same rate that shipments can be sent to Montreal. Thus an additional market for Ontario flour and wheat has been afforded. Second patents Ontario flour are now selling at $10 per barrel in carlots. This represents an advance of $1.10 per barrel during the week. On Manitoba flour there was no perceptible difference in the situation as a result of free wheat. Cash wheat in Winnipeg was ⅜c per bushel higher while May option was ⅛c lower, July option was 2⅞c lower and October 8⅞c lower. In the Chicago market there was a decline in wheat values of approximately 13c on the May option. Grain men point out that the effect of this shifting was to raise the price of Manitoba wheat by the amount of the duty. They point out that the Winnipeg wheat market has been following the Chicago market in the past. When the latter market declined and the Winnipeg market held comparatively steady it was in effect an increase in the price of wheat for the Canadian sellers. The immediate effect will be to release some 70,000,000 bushels of wheat in the Canadian West for export into the United States. This will permit of that much additional export business through the United States as the available tonnage from Canadian ports has all been contracted for. In the face of the strong position of wheat during the past week when the price of cash wheat at Winnipeg rose from $2.08⅞ on Wednesday of last week to $2.29½ on Tuesday of this week Manitoba flour is at the time of writing selling at $11.70 per barrel in car lots, which is a clear gain of $1 per barrel during the week. The situation has been caused through the world shortage in supplies of wheat.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	11 70	11 90
Second patents	11 20	11 40
Strong bakers	10 80	11 00
Ontario Winter Wheat Flour		
High patents	10 10	10 30
Second patents	9 70	9 90

Corn Products Are Up; Rolled Oats Firmer

Toronto

CEREALS.—There has been a movement toward higher prices in all products manufactured from corn, quotations on corn flour running as high as $4.60 per 98-lb. bag, with hominy grits and pearl hominy quoted at the same figure. Yellow cornmeal is also quoted up to $4.05, an advance of 20c. Rolled oats and standard oatmeal are in very firm market. While the quotations on rolled oats to the retail trade prevailed from $3.65 to $3.75 the price at which the mills were quoting them on the day of writing would necessitate a selling price around $4.40 per bag. The firmness in the market is caused through the higher prices of oats, which commodity followed upward in sympathy with the advancing price of wheat.

	Less than car lots	
Barley, pearl, 98 lbs.	6 70	7 50
Barley, pot, 98 lbs.	4 75	5 50
Buckwheat flour, 98 lbs.	....	5 25
Corn flour, 98 lbs.	4 45	4 60
Gold dust Cornmeal, 98 lbs.	4 35	4 50
Cornmeal, yellow, 98 lbs.	4 05	4 20
Graham flour, 98 lbs.	5 60	5 70
Hominy grits, 98 lbs.	4 45	4 60
Hominy, pearl, 98 lbs.	4 45	4 60
Oatmeal, 98 lbs.	....	4 65
Rolled oats, 90-lb. bags	3 65	4 15
Rolled wheat, 100-lb. bbls.	....	5 50
Whole wheat flour, 98 lbs.	5 60	5 70
Wheatlets, 98 lbs.	5 85	5 95
Peas, yellow split, bush.	7 50	7 75

Above prices give the range of quotations to the retail trade.

Millfeeds Advanced Again $1 Per Ton

Toronto

MILLFEEDS.—An advance of $1 per ton was recorded during the week on bran, shorts, middlings and feed flour as the result of the higher prices that

have prevailed for grains during the past week. The effect of free wheat into the United States according to the opinion of millers will be to make prices firmer as Ontario winter wheat immediately advanced nearer to the level of the Buffalo and Chicago markets for the same grades of wheat. Manitoba oats advanced 1¼c during the week and Ontario oats made a clear gain of 2c to 3c per bushel.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	38 00	40 00
Shorts	41 00	43 00
Special middlings	45 00	47 00
Feed flour	53 00	56 00
Ontario oats, No. 2 (nominal)	0 73	0 75
Manitoba oats, No. 2 (nominal)		0 81½

Flour Still Advancing Rolled Oats Now $3.30

Winnipeg.

FLOUR AND CEREALS.—At the time of writing few authorities would attempt to predict any marked changes as a result of the Government announcement of the policy of free wheat. The announcement was made on the date of this letter. On Friday, April 13, the flour market jumped 40c per bbl., bringing price of first patents up to $10.80. This, of course, was due to the advance in wheat, which has been going up rapidly. The price of May wheat on Saturday last was $2.16. From all appearances it would seem that the Government is buying wheat in large quantities. Another bullish element is the crop report from the U. S. Crop conditions in Kansas and other large wheat-growing States are by no means good. Domestic flour business in Western Canada has been brisk. Most of the mills are working on Canadian Government orders. Rolled oats are now quoted at $3.30, and are very firm at that. Package oats is selling at $4.10 per case, but there is a likelihood of this price going higher, although the demand is not brisk by any means for package goods. The high cost of rolled oats is due to the high oat market. This has resulted in an advance in oatmeal, which is now bringing $4.15 for 98's. Cornmeal is very high, because of the high price being asked for corn. The trade quoted $3 for cornmeal 98's recently, whereas $3.55 is to-day being asked in Winnipeg. The feed situation is, if anything, worse, owing to the heavy demand in Eastern Canada. All mills are shipping up to capacity every day.

Flour—	
Best patents	$11 50
Bakers	11 00
Clears	10 60
XXXX	10 40
Cereals—	
Rolled oats, 90 lbs.	3 30
Rolled oats, pkgs., family size	4 10
Cornmeal, 98's	4 15
Oatmeal, 98's	4 15
Feeds—	
Bran, per ton	30 00
Shorts, ton	32 00
Middlings, ton	32 00
Mixed chop, ton	42 00

WEEKLY MARKET REPORTS BY WIRE

(Continued from page 40.)

dealers say, will probably be to lower the price of American wheat, while the Canadian grain is likely to continue to go higher. The fact that countries formerly exporting large quantities of wheat are not able to export this year means higher wheat and higher flour in this country. An advance in sugar is expected. Vancamps pork and beans have jumped $1 per case. Lard has advanced 50c, and is now quoted at $15.10. Eggs are higher at 28c. A considerable advance in cornmeal has taken place to-day, and is selling at: 49's $2.05, and 10's $4.50. Cotalene is up to 20⅛c and 20⅜c. St. Charles canned milk have advanced 10c to 25c per case. Canned peas are higher at $2.95. All canned meats have gone up 25c per case. Starch shows an advance of 1c and corn syrup is 50c higher.

REGINA—		
Beans, small white Japan, bush.	....	7 00
Flour, No. 1 patents, 98s, per lb.	....	11 90
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 90
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 09¾
Sugar, pure cane, granulated, cwt.	....	9 14
Cheese, No. 1 Ontario, large	....	0 30
Butter, creamery, lb.	....	0 40
Lard, pure, 3s, per case	....	15 10
Bacon, smoked sides, lb.	....	0 30
Bacon, smoked backs, lb.	....	0 28
Eggs, new-laid	0 26	0 28
Tomatoes, 3s, standard case	....	4 50
Corn, 2s, standard, case	....	3 75
Peas, 2s, standard, case	....	2 95
Apples, gals., Ontario	....	2 10
Strawberries, 2s, Ontario, case	....	5 15
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall, case	6 85	7 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

ENLIST IN THE ARMY OF PRODUCTION

(Continued from page 23.)

exertions of the remainder, keep his own business going along as well as ever; for increased production must be obtained without any corresponding slump in industry and business.

This is not a problem for the other fellow. It is for YOU.

If YOU do not do your part, count it as certain that there are going to be countless other slackers. Count it, then, as certain that production is not going to be increased, that the dread hand of Famine is not going to be averted, that the support our armies need in winning the war is not going to be forthcoming. Count yourself as responsible for this.

On the other hand, if you decide to do your part, count it as certain that everyone else is going to do the same, that **the gigantic problem of increased production is going to be faced by a well-organized army of cheerful workers.**

Are you ready to enlist in the army of Increased Production?



Told 'Round the Cracker Barrel

Safety First.

A man observed that in these days of change and trying to keep up with Lizzie he had made it a rule never to ask a man how his wife was if he hadn't kept track of the pair for a couple of months. The rule was the result of his having said to a woman: "I had a long talk with your husband yesterday," and her reply: "Had you, indeed? He's a very interesting man as I remember him."

A Hair's Breadth.

Near-sighted Old Lady (seeing her young nephew for the first time since he "grew" his first moustache): "Oh, George, you nasty boy! Don't kiss me—you've been taking snuff."

A Trying Occupation.

A man traveling in Maine met a middle-aged farmed who said his father, ninety years old, was still on the farm where he was born.

"Ninety years old, eh?"

"Yep; pop is close to ninety."

"Is his health good?"

"'Tain't much now. He's been complainin' for a few months back."

"What's the matter with him?"

"I dunno; sometimes I think farmin' don't agree with him."

His Advantage.

"Well, Maggie, I certainly am dead tired," said the laborer in the sewer when he got home.

"Tired, is it? You don't know when you're in luck. Here I have been at the washtub all this hot day and you've been working in a nice cool sewer."

Only One Thing for Him.

A three-hundred-pound man stood gazing longingly at the nice things displayed in a haberdasher's window for a marked-down sale. A friend stopped to inquire if he was thinking of buying shirts or pyjamas.

"Gosh, no!" replied the fat man wistfully. "The only thing that fits me ready-made is a handkerchief."

He Had the Idea.

Denny had but recently come from the north of Ireland to reside in Chicago. During all his life in Ireland and later in this country, he had never been inside a Catholic church. He was considerable of a scoffer at religious ceremonies, although he really knew little about them, and his good friend, Teddy Degan, very much worried about it, used his influence to get Denny to go to church. After much persuasion, Denny grudgingly consented to go one Easter Sunday, because of the great importance of the occasion.

Teddy and Denny sat together, and while Denny was an interested spectator, Teddy entered into the service like the devout man he was. Denny was soon strongly impressed by the splendor of his surroundings and the grandeur of the services. He watched the lighting of the candles and listened with rapt attention to the glorious burst of Easter music. At last, he could refrain from commenting no longer. Leaning over to his companion, and enthusiastically touching him upon the shoulder, he whispered:

"Teddy, me boy, this beats h—l."

"Whist," replied Teddy, in a loud whisper, that carried conviction with it, "sich is the intintion."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, April 17.—Flour has made another jump and as high as $11.80 is now being asked for best patents. The expected advance in sugar has come and $8.95 is the price for pure cane granulated. Wholesalers in spices are leaving all their lists open but it is known that in both white and black peppers the Vancouver stocks are away below normal and advances may be looked for. No quotations can be had here on salmon unless for immediate sale. There are few houses having any stocks to speak of. Next year's pack is practically all already sold. This announcement was made to-day by President of British Columbia Manufacturers Association. Potatoes are firm at last week's prices. Good seed potatoes are hard to get. Lard has advanced and is now the price that Dairy butter was last year. It is hard to get a line on the butter situation. People with butter in storage are about as communicative as a clam. It is pretty generally conceded that stocks are low and advance is due. Fresh green vegetables and strawberries from California sell freely despite high prices. Sugar pure cane granulated 100 lbs. $8.95. Flour first patents Manitoba per bbl. in car lots $11.60, $11.80. Salmon sockeye 1 lb. talls per case 4 per doz. Rice Siam per 100 lbs. Beans Japanese per hundred 12. Potatoes per ton, $50.00, $65.00. Lard pure in 400 lb. tierces per lb. 27½. Butter fresh made creamery lb. 45-50c. Eggs new laid in cartons per doz. 35-36. Cheese new large per pound 27½.

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 17.—Changes are fast and furious these days. Flour made several advances, and is now quoted at $5.90 per sack. Corn syrup and starch advances total 50c per case and 1c per pound respectively for the week. Molasses is up 25c to 50c per case. Lard is up 1c, and is now quoted at $15.30 for 3's per case. Tomatoes, 2½'s, are firmer offering at $4.50 and $4.80 per standard case. Shredded wheat is up 40c per case. Evaporated milk, family size, has advanced 10c, hotel size, 25c. Creamery butter is now selling at 45c per lb., an advance of 1c. Shelled almonds and walnuts have advanced 2c. Eggs are quoted at $9.25 to $9.75 per case. Sugar, beans, rolled oats and cornmeal are firm.

CALGARY:		
Beans, small white, Japan, lb.	0 10½	0 12½
Flour, No. 1 patents, 98s, per bbl.	....	11 80
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 35
Rice, Siam, cwt.	....	4 75
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	9 45
Cheese, No. 1 Ontario, large	0 27	0 30
Butter, creamery, lb.	....	0 45
Lard, pure, 3s, per case	....	14 71
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Eggs, new-laid, case	9 25	9 75
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 60	4 00
Peas, 2s, standard case	....	2 35
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall a.cse	5 00	5 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., April 17.—Although the removal of the duty on wheat and flour was announced to-day, flour showed another rise, making a total of $1 in the week. Manitoba is now quoted at $12.70, and Ontario at $11.95 per barrel. All cereal products have followed wheat advances, breakfast foods increasing 25c to 60c per case, the only exception being package oatmeal, which is still unchanged, while barrel oatmeal has risen $2. Shredded wheat and granulated cornmeal are up 40c per case. Biscuits have again advanced 1c per lb. Cornmeal in barrels show a sharp advance, and is quoted at $9.25, with bags at $3.15. Rolled oats are selling at $9.25. On account of the backward spring, hens are not yet laying, and the price is rising instead of decreasing, which is an unprecedented condition. Case eggs selling at 35c to 36c per doz., with new-laid at 40c per dozen. Cheese has advanced, and is now 27½c to 28c per lb. American clear pork has advanced $2, and is now quoted at $51 to $52. Corned beef 1's are now selling at $3 to $3.50 per case, and prunes from 11¾c to 12c lb. Candied peel is again higher, citron selling at 30c to 31c, and orange and lemon at 26c to 27c. Native apples are practically off the market. Oregon boxes now offering at $3.50 to $3.75. Malaga grapes are sold out. Lemons are lower. Messina selling at $4 to $4.25, and California at $4.50 to $5. California oranges are quoted at $4 to $4.50, with grapefruit higher at $6 to $6.50. Potatoes are unchanged but firm. Local dealers predict a decline when the river opens, releasing stocks. Fredericton reports one dealer shipping 3,000 barrels weekly to Boston and paying $6 per barrel delivered at cars.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba	....	12 70
Ontario	....	11 95
Cornmeal, gran., bbls.	....	9 25
Cornmeal, ordinary, bags	....	3 15
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.	....	9 25
Beans, white, bush.	....	8 00
Beans, yellow-eyed	....	7 75
Rice, Siam, cwt.	5 25	5 60
Sago and Tapioca, lb.	0 11	0 12
Sugar—		
Standard granulated, cwt.	8 45	8 50
United Empire	7 70	7 75
Bright yellow	7 60	7 65
No. 1 yellow	8 05	8 10
Paris lumps	9 75	10 00
Cheese, N.B., twins	0 27½	0 28
Eggs, new-laid	0 40	....
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 38	0 43
Lard, pure, lb.	0 28	....
Lard, compound	0 20	0 20½
American clear pork	51 00	52 00
Beef, corned, 1s	3 00	3 50
Tomatoes, 3s, standard case	....	4 75
Corn, 2s, standard case	....	3 85
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums	5 00	5 25
Sardines, domestic, case	....	4 75
Cream tartar	0 46	0 48
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12
Raisins, fancy, lb.	....	0 12¼
Raisins, seedless, lb.	...	0 15
Prunes, 90-100, lb.	0 11¾	0 12
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon	0 26	0 27
Evaporated apples, lb.	0 12	0 12½
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 50	4 90
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 75
Lemons, Messina, box	4 00	4 25
Lemons, Cal., box	4 50	5 00
Oranges, Cal., box	4 00	4 50
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	6 00	6 50
Potatoes, bbl.	5 25	5 50
Onions, per 100-lb. bag	10 00	11 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 17.—The effect of the announcement from Ottawa on Monday of the opening of the United States markets to Canadian wheat was followed by an advance of 50c in flour to-day and 20c Monday. The fact that there is very little flour in the importing countries, together with the phenomenally high price of wheat, is responsible for the jump which the flour market has taken. A week ago flour was quoted at $10.80 per bbl. On Saturday an advance of 40c took place, closely followed this week by two further advances, which has brought the price up to the high water mark of $11.90. Flour jumped $1.10 per bbl. within a week. The effect of the free wheat announcement, local

(Continued on page 39.)

PRODUCE AND PROVISIONS

Considerable Rise In Lard Is Noted

Montreal.

PROVISIONS.—The feature of the pork market at the present time is the fact that Chicago prices for live hogs are equal to the prices quoted in Ontario (though Montreal abattoirs noted that offerings on the Montreal market were still a dollar per hundred higher than the previous week's Chicago quotations for live hogs.) The situation that the Chicago price should equal the Canadian price is unusual, and has the effect that practically no Canadian dealer can import United States goods at the present range of values, or the Canadian prices will have to advance materially. Live hogs in Montreal at the beginning of the week were quoted at $17.50 per hundred pounds, and dressed at $23.50. Lard is very scarce, and has advanced one and a quarter cents a pound since last report. Shortening is also in firmer market due to higher price of cotton seed oil.

Hams—		
Medium, per lb.	0 28	0 29
Large, per lb.	0 25	0 25½
Backs—		
Plain	0 30	0 32
Boneless, per lb.	0 32	0 34
Bacon—		
Breakfast, per lb.	0 30	0 31
Roll per lb.	0 24	0 25
Dry Salt Meats—		
Long clear bacon, ton lots	0 21	0 22
Long clear bacon, small lots	0 21½	0 22½
Fat back, lb	0 20	0 21
Cooked Meats—		
Hams, boiled, per lb.	....	0 40
Hams, roast, per lb.	....	0 42
Shoulders, boiled, per rib	0 34½	0 35½
Shoulders, roast, per lb.	0 35	0 35½
Lard, Pure—		
Tierces, 400 lbs., per lb.		0 26¼
Tubs, 60 lbs.		0 26½
Pails		0 27
Bricks, 1 lb., peer lb.		0 28
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 19¼	0 13½
Tubs, 50 lbs.	0 19¾	6 26
Pails, 20 lbs., per lb.	0 20½	0 20¾
Bricks, 1 lb., per lb.	0 20¾	0 21

Demand For Fine Storage Poultry

Montreal.

POULTRY.—As the Jewish holidays are now over, demand for live poultry will be less, and prices will probably rule lower in tone though for the present quotations as last week prevail. Demand for storage poultry is very good. Poultry at the prices quoted at present, is cheap as compared to other food products, and dealers feel confident that all storage poultry will be required during the summer season. Experienced dealers have now put away such good quality poultry, graded the goods as to quality and weights, and put it up in new packages so that the general public will find it as appetizing a food as can be discovered on the markets today. Provision dealers are pointing this out to their customers with profitable results from appreciative purchasers.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb..	0 25	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	0 25
Turkeys (old toms, dressed, lb.)	....	0 31
Turkeys (young)	....	0 33

Egg Arrivals Though Later Are Improved

Montreal.

EGGS.—Receipts of eggs in Montreal during the week ending April 14, were 15,406 cases which compares well with the previous week's receipts showing in fact an increase of some 2,500 cases, receipts up to April 7 being 12,943 cases. Almost as many eggs were received as came in for the corresponding period of last year when there arrived in Montreal 15,858 cases. Last year it will be recalled, the season was a good deal earlier than it has been this year, so that the arrivals of eggs so far for 1917 indicate that that production of eggs is so far very good indeed considering the late season. Some dealers have commenced packing, but others are waiting as they figure the present price is too high. The season in the States is late also, and while stocks in storage are less than last year it is expected that with the flush which will soon be on, storage eggs will accumulate very fast. There is some export enquiry for eggs but dealers are not quoting prices since it is impossible to get space. Reports from the middle West indicate a large production of eggs, and already several cars are on the way at prices cheaper than in Eastern Canada.

Eggs—		
New laid	0 35	0 36

High Opening Price For Country Butter

Montreal.

BUTTER.—Provision merchants in Montreal were surprised at the high prices which marked the opening of the butter market this season at Cowansville. For new churned fodder butter from the creamery there was bid as high as 42⅜ cents, a very high price, and one which can hardly hold in the opinion of experienced merchants. It goes to show the strength of the country markets generally, however, and in the view of a merchant of wide experience butter this year may not go below 32 or 33 cents in the country. Merchants are keeping their prices for fresh made to the retailer down to about cost plus freight for the present making very little on handling in anticipation of easier conditions shortly for all parties. It is reported that a car of creamery butter was sold last week for shipment to New York. This would not be possible now. Butter at 42⅜ cents in the country would not pay the exporter to the United States when you take into consideration freight and duty. There is very little moving in regard to dairy butter now. The market is particularly quiet, and a good deal of inferior butter seems to be around. Arrivals of butter in Montreal for the week ending April 14 were 4,131 boxes as compared with 5,134 boxes for the corresponding week of 1916. Only 1,993 boxes came in for the week ending April 7 so that production shows a good increase.

Butter—		
Creamery, prints (storage)	0 42	0 43
Creamery, prints (fresh made)	0 43½	0 44½
Creamery, solids (fresh made)	0 43	0 44
Dairy prints, choice, lb.	0 37	0 38
Dairy prints, lbs., in tubs	0 35	0 37
Bakers	0 30	0 33

Cheese Coming In More Plentifully

Montreal.

CHEESE.—The market for cheese is a shade easier this week. Supplies in the country are coming along more plentifully. Factories are opening up all the time, and the make will rapidly increase in volume. As yet the quality is simply that of fodder cheese which must be sold quickly. Prime old cheese is scarce and high in price. It will be noted that while prices for other varieties of cheese are slightly lowered this week, the quotation for old cheese remains at 0.32 cents. Exporters are at a loss to know what they are going to do as space at the present time is almost impossible to get. Arrivals of cheese in Montreal for the week ending April 14 were 3,430 boxes as compared with only 1,770 for the preceding week, and 3,848 boxes for the corresponding period last year.

Cheese—		
Large (new), per lb.	0 27	0 27½
New twins, per lb.	0 27	0 27½
Triplets, per lb.		0 27½
Stilton, per lb.		0 29½
Fancy old cheese, per lb.	....	0 32

Better Quality Maple Products This Year

Montreal.

HONEY.—There is no change to report in the market for honey for the present week except that supplies grow less and less. Prices are still maintained as previously quoted. Most retailers handling honey in the comb are finding a ready market for it. Maple syrup comes a little more plentifully. Generally speaking the weather lately has not been very favorable for sap but in some districts it is reported that three good days were experienced so that from these districts fairly good supplies of both sugar and sap may be expected.

The quality this year is excellent showing that those who are interested in this industry are taking greater pains to produce better grade products.

Honey—		
Buckwheat, 5-10 lb. tins, per lb.	0 13	0 13½
Buckwheat, 60 lb. tins, per lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins	....	0 14½
Comb, per section	0 18	0 19

Lumber Camps Not After Meats

Firm Tendency in All Meat Products—Lard Advanced ½c to 1c Per Pound

Toronto

PROVISIONS.—Owing to the difficulty of getting help to go into the woods the lumber camps this year are reported not to be in the market for bacon and other lines of provisions. Ordinarily this demand develops about the latter part of March just in time to allow them to get their supplies into the woods before spring causes the roads to break. Packers in consequence have been turning their attention to the export trade and finding an outlet for their products in this channel. There has been a general firmness in all lines of provisions during the week. Barrel pork has been a fairly heavy demand, and there is strong possibility that higher prices may prevail for this commodity. Lard has been in firm market during the week with an advance of ½c to 1c per pound recorded. Live hogs are also in firm market, live off cars being quoted at $17 and fed and watered at $16.75.

Hams—		
Medium, per lb.	0 28	0 30
Large, per lb.	0 24	0 27
Backs—		
Plain	0 32	0 33
Boneless, per lb.	0 34	0 37
Bacon—		
Breakfast, per lb.	0 30	0 35
Roll, per lb.	0 27	0 28
Wiltshire bacon, per lb.	0 30	0 34
Dry Salt Meats—		
Long clear bacon	0 22	0 23
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 37½	0 41
Hams, roast, per lb.	0 40	0 42
Shoulders, boiled, per lb.	0 35	0 38
Shoulders, roast, per lb.	0 35	0 37
Barrel Pork—		
Mess pork, bbl., 200 lbs.	....	45 00
Short cut backs, bbl. 200 lbs.	45 00	47 00
Pickled rolls, bbl. 200 lbs.	44 00	45 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 25½	0 26½
Compound tierces, 400 lbs., per lb.	0 19¼	0 19¾
In 60 lb. tubs, ½c higher than tierces; pails, ½c higher than tierces, and 1 lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	21 00	23 00
Live, off cars	....	....
Live, fed and watered	....	15 85
Live, f.o.b.	....	....

Butter May Be Exported to U. S.

Toronto

BUTTER.—There is a strong probability that some Canadian butter may be exported to the United States in the near future, which will have the effect of putting greater firmness into the local market. Prices now being paid in the United States make the shipment of butter there possible. There has been a fair amount of butter arriving in the local market, but the market has remained quiet during the week and prices are unchanged.

Creamery prints, fresh made	0 43	0 44
Creamery solids	0 39	0 40
Dairy prints, choice, lb.	0 39	0 40
Dairy prints, lb.	0 35	0 36
Bakers	0 28	0 29

Supplies of Eggs Are on The Increase

Toronto

EGGS.—Supplies of eggs from production points in Ontario are increasing, although the weather has been none too favorable to the hens so far. The local market is depending entirely on the supplies from Ontario points without the assistance of the Chicago market. There has not been any move yet toward storing the eggs on the part of the commission men, as they are somewhat in doubt as to whether they are going to be able to find an export market for them. A meeting in Montreal on Tuesday of this week is for the purpose of endeavoring to get the Government to give some assurance that tonnage sufficient to move the exports will be provided. There was a decline of 2c per dozen in the price of fresh eggs during the week.

Eggs—		
New laid, cartons	0 36	0 31
New laid, ex cartons	0 34	0 35

More New Cheese Is Making Price Easier

Toronto

CHEESE.—With the arrival of larger quantities of new cheese as a result of the additional factories that have started operations in the Eastern part of the province since the first of the present month there has been a greater supply of new cheese and prices have been easier by 1c per pound for this class during the week. New cheese is now quoted at 26c to 27c as compared with 27c to 28c last week. Old cheese and Stilton remain unchanged at the quotations of last week.

Cheese—		
New, large	0 26	0 27
Old, large	0 28½	0 29
Stilton	0 28½	0 30

Demand for Live Fowl Less and Prices Lower

Toronto

POULTRY.—With the passing of the season when the Jewish people are eager buyers of live fowl there has been less demand for them and the prices have accordingly declined from 2c to 3c per pound, in the amount being paid by commission men. There are considerable supplies of frozen poultry in the market yet and commission men are at a loss to understand why this meat product is not used more freely as they point out that it is one of the cheapest lines of meat that can be eaten in these days of high meat prices. Spring chickens continue to reach the market in small quantities.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 20	0 22
Hens, fresh, dressed, per lb.	0 23	0 24
Turkey goblers, dressed, fresh	....	0 24
Spring chickens, lb.	....	0 45

Prices are those paid at Toronto by commission men.

Quebec Maple Syrup Coming in Better

Toronto

HONEY, MAPLE SYRUP.—Maple syrup from the province of Quebec has been coming in better supply during the week, although the quantities are not as large as commission men would like to see. The season has not been entirely favorable as the frost left the ground too soon and this was not favorable to a steady run of sap. There has been an increasing demand for the syrup. Honey has been in steady market with a decreasing demand.

Honey—		
Clover, 5 and 10 lb. tins	0 13½	0 15
60-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	1 00	1 25
Gallons, Imperial	1 25	1 50

Big Advances in Pure and Compound Lard

Winnipeg.

PRODUCE AND PROVISIONS.—Hogs were firmer all last week, price jumping to $15.60, with an average price around $15.50. The cause of this was the unusual demand, and it is this same demand which is expected to keep the market up around these high figures. Lard, both pure and shortening, is higher. Pure lard is selling on a basis of 25c for tierces, while shortening has jumped to 18c—both considerable advances. Pure lard was first to advance, and when this takes place, other commodities usually follow. Crisco has advanced during the past week 70c per case, which makes a total advance in three weeks of about $2.20 per case. Butter—There has been a gradual decline during the past two weeks, but quotations last week seem to have halted at 41c in cartons; but there is still a slight undertone, and from now on we can expect a gradual decline. Eggs—Supplies are coming along pretty freely, but a stronger market was expected early this week, due to big demand from the South. On Monday last quotations on new-laids were 29c and 30c, and cheese was still very firm at 29c and 30c.

Hams—		
Light, lb.	0 29	0 29½
Medium, per lb.	0 27	0 28
Heavy, per lb.	0 25	0 26
Bacon		
Breakfast, per lb.	0 29½	0 30
Breakfast, select, lb.	0 35	0 36
Backs, regular	0 29	0 30
Backs, select, per lb.	0 31	0 32
Dry Salt Meats—		
Long clear bacon, light	0 23	0 23½
Backs	0 24	0 24½
Barrelled Pork—		
Mess pork, bbl	....	45 00
Lard, Pure—		
Tierces	....	0 23
20s	....	5 1[illegible]
Cases, 5s	....	15 50
Cases, 3s	....	15 60
Lard, Compound		
Tierces	....	0 18
Tubs, 50s, net	....	8 87½
Pails, 20s, net	....	3 80
Butter—		
Fresh made creamery, No. 1, cartons	....	0 41
No. 1 storage	....	[illegible]
No. 2 storage	....	0 38
Fresh Eggs—		
New laids	0 29	0 30
Cheese—		
Ontario, large	29 00	30 00

A Prisoner in Germany

—a Canadian interned at Ruhleben, the famous German interment camp—was permitted to be transferred to Switzerland. From this country he writes his story of Ruhleben Camp —a live, human story of intensest interest. Read it in

MACLEAN'S MAGAZINE *for* May

ALWAYS MACLEAN'S MAGAZINE contains articles of a class you'll find in no American magazine—articles *Canadian* in theme and staging. MACLEAN'S goes in for articles, biographies and stories that make Canada and Canadians better known and better loved by its own people. This is its big and worth-while mission, and this is why it should possess *your* favor to a pre-eminent degree.
In the May issue of MACLEAN'S, in addition to the remarkable article announced above, are the following notable features:

Successful Canadians Living in New York

This article is one of a series dealing with Canadian-born men who have won fame or fortune or both in New York City—and there are many such. Mighty good reading of an intensely interesting and unusual sort.

German Plotting Against Canada in the U. S. A.

By Agnes C. Laut

Miss Laut has a knowledge of German plots and intrigues at once amazing and accurate, and her revelations are positively startling. She writes fearlessly and with her accustomed vigor.

Sunshine in Mariposa

By Stephen Leacock

This is a comedy by Canada's master humorist. Extremely amusing and clever is this play. Leacock grows better all the time.

Short Stories

By Arthur Stringer, Hopkins Moorhouse and Mary Gaunt

These stories are Canadian in their background and are **good**. **MacLean's** is doing a very meritorious work in developing and introducing new Canadian writers and writers on Canada.

Two Good Serials

By Sir Gilbert Parker and James B. Hendryx

Parker's story is entitled, "Jordan is a Hard Road," and Hendryx's, "The Gun Brand." They are rousing stories told by masters of the craft of writing and story-telling.

Besides There is the likable Review of Reviews Department, in which the best things appearing in the current periodicals of the world are condensed for busy readers. So **MacLean's** becomes a most appealing and satisfying magazine. It is unlike every other magazine, and no other magazine serves Canadians so well.

Obey the Impulse—NOW

Assure yourself and those at home of many hours of pleasing entertainment—entertainment by the brightest minds in Canada. Become a regular reader of Canada's only really national magazine—every number is worth reading—worth keeping.

Place your subscription with our representative, Mr.....TO-DAY.



Something every customer needs

A reliable high quality shoe dressing satisfactory in every way.

The demand for Regent Shoe Dressings is in evidence the year round, and dealers would be well advised to stock these superior quick sellers. Sold through wholesale grocery houses at 75c per dozen.

How about a first order?

Chas. Tilley & Son

MANUFACTURERS

90 Richmond Street West, Toronto

The New Breakfast Food



Dutch Tea Rusks

They are **appetizing, wholesome,** and **nutritious,** containing **eggs** and **milk.** Quickly prepared, and easily assimilated.

Packages are **attractively labelled,** and lend themselves to **displays,** both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.

WINNIPEG, MAN.

Agents for Canada



When you consider

the good profits, the increased customer-satisfaction and the steady repeat business arising from the sale of Malcolm Milk Products, surely you will admit that it is only common-sense to constantly feature these delicious Made-in-Canada leaders.

Give them a tryout and order early.

The MALCOLM CONDENSING CO.
Limited
St. GEORGE ONTARIO

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

Sell the Grape Juice everybody likes—



Barnes

Then you'll realize what good profits grape juice offers you.

The demand for it is ever-growing. The coming of prohibition gave it a big boost and to-day wide-awake grocers the country over find Barnes Grape Juice particularly profitable.

Barnes is Pure Concord, sweet—wholesome — surpassingly delicious. Made right to please particular people.

How are your stocks?

The Ontario Grape Growing and Wine Mfg. Company
ST. CATHARINES, ONTARIO



"We clean up everything"

LOOK OUT FOR THE DOG!

He represents 19 lines of cleaning goods—household necessities that are asked for every day—the celebrated

Bull Dog Brands

Made By **The John B. Paine Co. Ltd.,** Factories at **Toronto and Winnipeg**

Agents: Mowat & McGeachy, Saskatoon; Oppenheimer Bros., Vancouver

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

WASTE PAPER BALERS



ALL STEEL **CLIMAX** FIREPROOF

Made in 12 sizes, $22.50 up.

Bale your waste paper, it's worth $13 a ton, besides it helps to keep down the cost of new paper.

Send for particulars.

CLIMAX BALER CO.
Burton St., Hamilton, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market, and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment—enable us to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order from the following list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops



Connors Bros., Limited

Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10 case lots	Bbl. lots or 10 cases and over
	Per doz.	Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90
8-oz.	2 55	2 50
12-oz.	3 85	3 75
16-oz.	4 90	4 80
2½-lb.	11 60	11 35
3-lb.	13 60	13 35
5-lb.	22 35	21 90

F.O.B. Montreal, or F.O.B. jobbers' point subject to jobbers' regular terms.

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 20
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case. Per doz.

Blackberry	2 40
Currant, Black	2 50
Plum	2 30
Pear	2 30
Peach	2 30
Raspberry, Red	2 50
Raspberry and Red Currant	2 40

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case.	$4 10
5 lb. tins, 1 doz. in case.	4 70
10 lb. tins, ½ doz. in case	4 40
20 lb. tins, ¼ doz. in case	4 25
Perfect seal glass jars in the case	2 40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe, Quaker.

	Per doz.
Individual Baked Beans, Plain 80c, or with Sauce, 4 doz. to case	0 90
1's Baked Beans, Plain, 4 doz. to case	0 96
1's Baked Beans, Tomato Sauce, 4 doz. to case	1 15
1's Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $2.45 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, $3 doz.; 3's, Chili Sauce, $3 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 80
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 20
2's Tin, 2 doz. per case	3 20
4's Tin, 12 pails in crate, per pail	0 59
5's Tin, 8 pails in crate, per pail	0 72
7's Tin or Wood, 6 pails in crate	0 94
14's Tin or Wood, 4 pails in crate, per lb.	0 13½
30's Tin or Wood, one pail only, per lb.	0 13½

BLUE

Keen's Oxford, per lb	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Health Flour, 5 lb. bags, per doz.	3 60
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 50
Wheat Kearnels, 2 doz. to case	2 70

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 3[illegible]
Soluble, bulk, No. 1, lb.	0 23
Soluble, bulk, No. 2, lb.	0 21
London Pearl, per lb.	0 25

(Unsweetened Chocolate)

Supreme chocolate, ½s, 12-lb. boxes, per lb.	0 36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80



Every Housewife Wants It

Indispensable for all cleaning purposes and really splendid for washing dishes.

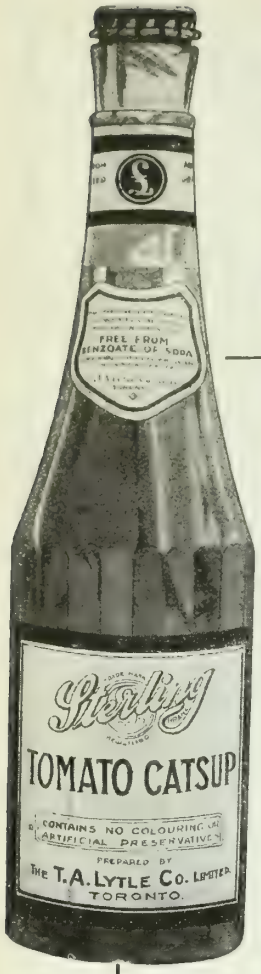
It's a real "Surprise" to the user—it's a glad "Surprise" for the seller.

THE ST. CROIX SOAP MFG. CO.

St. Stephen, N. B.

Halifax, Montreal, Toronto, Winnipeg, Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.



And Every Sale Means Customer Satisfaction

Therein lies the secret of the success that characterizes every Sterling Product. Successful selling is based upon unstinted Customer-Satisfaction and this Satisfaction our lines always give.

STERLING TOMATO CATSUP

is no exception. It has made a hit—a lasting hit with lovers of rich, appetizing purity. Its very appearance—that tempting, delicious-looking redness "gets" the customer every time and pulls quick, profitable sales.

Try Sterling Tomato Catsup in your next window display.

T. A. Lytle Co., Limited

STERLING ROAD - TORONTO

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	**Per lb.**
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ½'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections. Per doz.	
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 33
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. bxs.,	
Chocolate ginger, 5-lb. bxs.,	0 40
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 95
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each, 24 cans	5 65
Jersey Brand, Hotel, each 24 cans	5 65
Peerless Brand, Hotel, each 24 cans	5 65
St. Charles Brand, Tall, each 48 cans	5 75
Jersey Brand, Tall, each 48 cans	5 75
Peerless Brand, Tall, each 48 cans	5 75
St. Charles Brand, Family, each 48 cans	4 90
Jersey Brand, Family, each 48 cans	5 00
Peerless Brand, Family, each 48 cans	5 00
St. Charles Brand, small, each 48 cans	2 40
Jersey Brand, small, each 48 cans	2 40
Peerless Brand, small, each 48 cans	2 40

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, each 24 cans	5 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 [illegible]

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 0[illegible]
2 oz. bottles, per doz., weight 4 lbs.	1 [illegible]
2½ oz. bottles, per doz., weight 6 lbs.	2 2[illegible]
4 oz. bottles, per doz., weight 7 lbs.	3 [illegible]
8 oz. bottles, per doz., weight 14 lbs.	6 [illegible]
16 oz. bottles, per doz., weight 23 lbs.	12 [illegible]
32 oz. bottles, per doz., weight 40 lbs.	21 [illegible]
Bulk, per gallon, weight 16 lbs.	16 [illegible]

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2.75; 1s, $3.50; 2s, *$9; 6s, $34.75; 14s, $68.00.

Roast Beef, ½s, $2.75; 1s, $3.50; 2s, *$9; 6s, $34.75.

Boiled Beef, 1s, $3.50; 2s, $9; 6s, $34.75.

Jellied Veal, ½s, $2.75; 1s, $3.50; 2s, $7.

Corned Beef Hash, ½s, $2.

Beefsteak and Onions, ½s, $2.75; 1s, $3.50; 2s, $9.00.

BUY

WETHEY'S ORANGE MARMALADE

BOTH QUALITY AND PRICES ARE RIGHT

MORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you post-paid on receipt of

$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
143-153 University Avenue,
Toronto.

ONION SETTS FOR PLANTING
FANCY CANADIAN GROWN
Write for Samples

Ex-warehouse Toronto—Shipment by Express.

	Per 100 Lbs. Trade	Retail
Dutch Setts, Yellow (select Canadian)	$20.00	$24.00
Dutch Setts, White	22.00	25.00
Red Setts	20.00	24.00
Shallots or Multipliers	14.00	19.00
English Potato Onions	14.00	19.00

WM. RENNIE CO., LIMITED
Cor. Adelaide and Jarvis Sts., Toronto

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

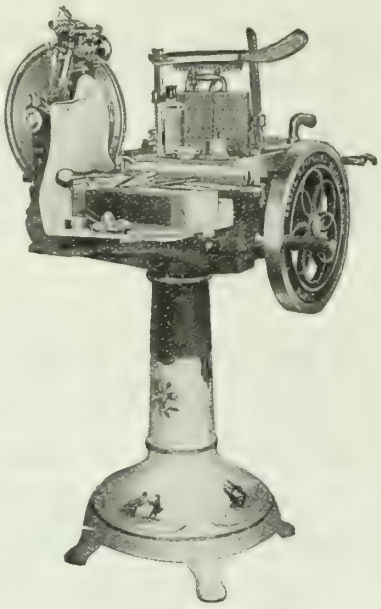
ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Turn to page 56 of this issue. It will interest you.

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."



Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

HAMS

IF you will compare the price of Bacon or Backs with that of Hams you will see that Hams are considerably cheaper. Now is the time to place your order for either Cooked or Smoked.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Cambridge Sausage, 1s, $3.00; 2s, $5.50.

Boneless Pigs' Feet, ½s. $2; 1s, $3.50; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.00; 1s, $3.00; 4s, $20.00.

Sliced Smoked Beef, glass, ¼s, ..; ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.50.

Ham and Veal, ½s, $2.

Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken; Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.

Ox Tongues, Glass, 1½s, $12; 2s, $14.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clarke's Peanut Butter — Glass Jars, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz., —

Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2.15.

Individuals, 80c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.50.

Individuals, 90c doz.

Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.50. Individuals, 90c doz.

Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.

Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.

Clark's Chateau Chicken Soup, —

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.15.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.15.

Sphaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITED

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre, cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 30
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 46
Princess Blend, 50 and 30-tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEENE'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho. dredge. Per doz.
Allspice	$0 48	$0 90
Arrowroot, 4 oz, tins, 90c.	....	....
Cayenne	0 48	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 48	0 90
Cinnamon whole, 5c. pkgs., window front, 45c.	....	....
Cloves	0 48	0 90
Cloves, whole, 5c. pkgs., window front, 45c.	....	....
Curry powder	....	....
Ginger	0 48	0 90
Mace	1 25	....
Nutmegs	0 48	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 48	....
Pepper, black	0 48	0 90
Pepper, white	0 52	0 95
Pastry spice	0 48	0 90
Pickling spice, window front, 90c.	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

Bananas
Strawberries
Pineapples
Oranges Lemons
Grape Fruit

And All Kinds Early Vegetables
Are the Big Sellers
Just Now
Send your Orders to

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.
Established 1861

Strawberries
Pineapples
Cauliflower
Celery
Asparagus

Fresh seasonable lines now arriving from the south.

Headquarters for the best the market affords.

WHITE & CO., LIMITED
Wholesale Fruit and Fish
TORONTO and HAMILTON

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Wholesale Fruit and Produce Merchants

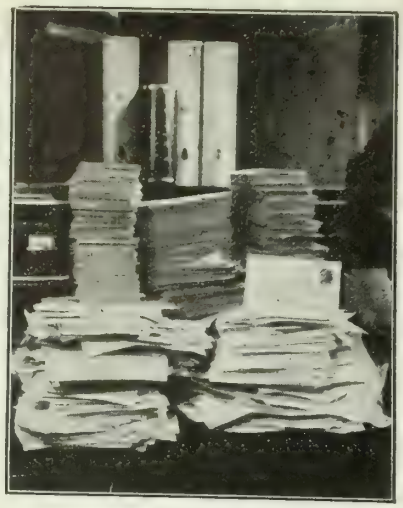
Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



15,000 Letters from Your Customers

were received as a result of a single Sunkist Lemon advertisement.

The awakening of public interest in lemons by Sunkist advertising means more business to you if you put the "push" into your lemon sales.

Regular supplies of fresh California lemons of uniform size and good keeping quality will help you do it.

Don't let your customers go "up the street" for California lemons.

California Fruit Growers Exchange

A Co-Operative, Non-Profit Organization of 8000 Growers

Los Angeles, Cal.

Dealers' Service Headquarters, Chicago, Ill.

Canadian Offices:
Calgary, Alta. Toronto, Ont.
Montreal, Que. Vancouver, B.C.
Regina, Sask. Winnipeg, Man.



INDEX TO ADVERTISERS

A

Acadia Sugar Co. ..... Inside front cover
Ackerman, H. W. 14
Anchor Cap & Closure Corp. 2

B

Babbitt's Cleanser 9
Baker, Walter, Co. 49
Bain, Donald H., Co. 12
Benedict, F. L. 56
Betts & Co. ..... Inside back cover
Borden Milk Co. 1
B. & L. Mfg. Co. 6

C

California Fruit Growers.. 54
Canadian Salt Co. 6
Church & Dwight 9
Clark, W., Ltd. 7
Climax Baler Co. 45
Cockburn, F. D. 11
Commercial Underwriters . 56
Connors Bros. 46

D

Denault Grain & Provision Co. 15
Direct Supply Association.. 56
Dole Bros. Hops & Malt Co. 45

E

Eckardt, H. P., Co. 51
Edwards, Chas. M. 52
Escott, W. H., Co., Ltd. 12
Eureka Refrigerator Co. ... 17

F

Fearman, F. W. 50
Freeman, The W. A., Co. ... 50
Furnivall-New, Ltd. 6

G

Gagne, G. 15
Genesee Pure Food Co. 9
Gillespie, The Robt., Co. ..12, 44
Gleba Polish Co. 16
Grant, C. H. 13

H

Hamblin-Brereton Co. 14
Hargreaves Bros. of Canada, Ltd. 9
Heinz & Co. 8
Horne, Harry, Co. 14
Hop-Malt Co. 56
Hygienic Products Co. 4

I

Imperial Extract Co. 4
Imperial Rice Milling Co. ... 8

J

Jarvis, F. S., & Co. 4
Jones, C. & J. 13

K

Keatings, Thomas 6

L

Lake of the Woods Milling Co. ..... Back cover
Laporte, Martin, Limitee... 55
Lambe, W. G. A. 14
Lemon Bros. 53
Lytle, T. A., Co. 48
Lever Bros. 47

M

Maclure & Langley, Ltd. ... 14
Magor, Son & Co., Ltd. 18
Malcolm Condensing Co. ... 44
Mann, C. A., & Co. 56
Marsh Grape Juice Co. 16
McCabe, J. J. 53
McWilliams & Everist 53
Millman, W. H. & Sons.... 14
Moirs Limited 8
Moore, Benjamin, & Co.... 2

N

National Cash Register Co.. 5
Norwegian Canners (export office) 45

O

Oakeys 56
Ontario Grape Growing & Wine Mfg. Co. 45

P

Paine, Jno. B., & Co. 45
Patrick, W. G., Co. 14
Pennock, H. P., & Co. 11
Perry, H. L., Co. 11
Pullan, E. 56

R

Red Rose Tea Co. 17
Regina Storage & Forwarding Co. 13
Rennie & Co., Ltd., Wm... 49
Rock City Tobacco Co. 16
Rose & Laflamme, Ltd. 15

S

Sutcliffe & Bingham. Front cover
St. Lawrence Sugar Refineries ..... Inside front cover
Sarnia Barrel Works 56
Scott-Bathgate Co., Ltd.... 11
Smalls, Limited 15
Smith, E. D., & Son 3
Spratts ..... Inside back cover
Standard Cocoanut Co. 52
Standard Imports Limited.. 45
Stephenson-Blake & Co.... 14
Star Egg Carrier & Tray Mfg. Co. 8

T

Tanguay, Alfred 15
Tippett Co., Arthur P. 10
Thompson, G. B. 12
Thum, O. & W. 56
Tilley & Son, Chas. 44
Toronto Butchers' Supply Co. 56
Toronto Salt Works 56
Trent Mfg. Co. 56
Turgeon, E. 15

W

Walsh, M. M. 14
Walker, Hugh, & Son 52
Watson & Truesdale 12
Western Canada Flour Mills 18
Wetheys Ltd. 49
White & Co. 53
White & McCart 14
Woods, Walter, Co. ..... Inside back cover

THE LAPORTE-MARTIN LIMITÉE ANNOUNCER

MONTREAL APRIL 16th, 1917

Spices

There is a good demand for spices and prices rule firm. The uncertainty as to shipments, incidental to the lack of tonnage, high freight rates, and war risks, is making business more difficult.

Consignments are readily absorbed by grinders at full prices. Higher prices are likely in the near future and a buy to-day entails no risk of loss.

Get a sample of our Victoria Brand Spices. In them you will find a perfect combination of quality, attractiveness and Right Prices.

Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul Street, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent. Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

WANTED—AN EXPERIENCED CLERK FOR general store; married; one who can speak French preferred; first-class references required. Apply Box 113, Comber, Ont.

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

AGENT WANTED.

WANTED A GOOD SALESMAN TO CARRY a side line, calling on Butchers, Grocers, and General Stores, with good saleable articles. Box 224, Canadian Grocer.

FOR SALE

FOR SALE—QUANTITY OF TINFOIL PAPER suitable for tea bags, English make. Apply Duguid, 12114 93rd St., Edmonton, Alta.

FOR SALE—WELL ESTABLISHED GENeral store business. Owner wishes to retire. Also land and buildings. Address Box 225, Canadian Grocer.

FOR SALE—A GROCERY BUSINESS IN ONE of the best towns in Ontario. Turnover for 1916, $44,000. Now averaging $1,100.00 per week. Stock about $5,000.00. Good reasons for selling. Address Box 226, Canadian Grocer.

GROCERY BUSINESS — ESTABLISHED 13 years—best residential section of the busy City of Kitchener, Ont. Known as the 5 points. Stock and fixtures about $3,000. Annual turnover $16,000. This can be increased by right man. Reason for selling, "poor health." Will sell with or without propeerty. Apply H. J. Ahrems, Kitchener, Ont.

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto St., Toronto

52 Can. Life Bldg., Mont

Try MANN & CO. for

FANCY POULTRY

Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

Make your genuine but strictly temperance

Lager Beer

at home with pure

Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY

Dept. 52. Beamsville, Ontario

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are Wholesale Importers of

Peanuts Canned Crab

Oriental and Australian Goods

Canadian Distributors of

"WASHCLEAN"

Gold Medal Labor Saver for Washing Clothes Without Rubbing

2,000,000 users

Direct Supply Association

509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER

ADEL. 760

WASTE PAPER

E. PULLAN TORONTO

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.

COMMERCIAL UNDERWRITERS

36 James St. South Hamilton, Ontario

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.

TRENTON - ONTARIO

Toronto Butchers' Supply Co.

LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road, LONDON, N., ENGLAND

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England
S 46

? ? ? *Ask us for*

Wrapping Papers

Twines

Brooms Brushes

Parchment Butter Paper
Printed and Plain

PROMPT SHIPMENT

WALTER WOODS & CO.
HAMILTON and WINNIPEG



To Decrease Your Cost Increase Your Turnover

SHOW your trade the Road to Bakewell!

The brand "FIVE ROSES" is the sign-post directing ambitious housewives in *your* trading radius to Better Bread, Better Cakes, Better Puddings and Pastries.

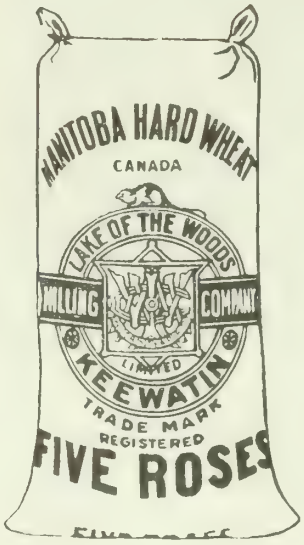
The woman who seeks this road has taken the initial step towards Increased Consumption, in the wake of which comes Increased Retail Turnover.

Cultivate the consumer who uses FIVE ROSES flour, for she radiates Baking Success. She is a constant source of inspiration to an ever-widening circle of quality buyers.

Consider the 40 grocery specialties whose retail movement is affected by successful FIVE ROSES buyers.

Every single item in your stock that can be classed as a baking ingredient finds increased sales in a FIVE ROSES household.

To decrease your overhead, increase your turnover. To speed up entire grocery turnover, sell FIVE ROSES flour.



Daily Capacity 27,400 bags of 98 lbs.

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

CANADIAN GROCER

VOLUME XXXI
No. 17

APRIL 27
1917

ANNUAL SPRING AND SUMMER NUMBER

Going After Summer Business

The Branch Store on a Boat

Standard Remedies as the Backbone of a Business

Prohibition and the Sale of Light Beverages

The Successful Handling of Eggs in Summer

THE · MACLEAN · PUBLISHING · COMPANY · LIMITED · TORONTO · CANADA

Catch Up With Catsup



The People Will Buy It

The appeal of catsup is constant, insistent, irresistible. Put the bottles where their color hits the eye.

Put them where they can be handled. Let their redness appeal and you'll sell bottle after bottle—and every bottle sold pays some debt—or helps to.

STERLING TOMATO CATSUP—helps you catch up on sales—helps you get ahead in your turnover—and it is more profitable to you than sugar.

Get your stocks in order now. Our men will be out in couple of months looking for Fall delivery.

READY SOON—a brand new Sterling line. Worthy in every way of the Sterling quality reputation.

Sterling Brand
Salad Dressing

This delicious and high grade product will appeal and appeal strongly to every lover of quality and purity. This will be ready for the trade in a short time and big selling is assured. A display will add impetus to your summer trade. Get one working for you.

The T. A. LYTLE CO., Ltd.

STERLING ROAD TORONTO

Bordens

Summer-time and Borden Selling are inseparably linked

Any dealer handling these popular Milk Products will tell you that the warm summer days bring with them a bigger, brisker demand for Borden's.

For summer time is picnic time—camping time—outing time in general. The time when Borden convenience and general utility will appeal to every holiday-maker.

Why not get after this profitable business? It is to be had right in your own town. Prepare for it now with counter and window displays. Let your people know you are a Borden dealer and your summer sales are assured.

Borden Milk Co., Limited
"LEADERS OF QUALITY"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver



If any advertisement interests you, tear it out now and place with letters to be answered.

Special Spring Announcement

Although the Exportation of many foreign food products has been prohibited, we are still able to offer the Fancy Grocery Trade a selection of Imported **Seasonable Lines for Summer Trade.**

Bar-le-Duc
Ceylon Cocoanut 30s
Cocoa Powder
Guava Jelly
French Fruits
Florida Orange Marmalade
Fillets of Anchovies
French Mushrooms
Cerebos Salt
Macaroni

Crossed Fish Brand Sardines (Norwegian)
Brandao Gomes Sardines (Portuguese)
Barataria Shrimps

La Perle Brand Pure French Olive Oil
H.P. Pickle

We are also All-Canada-Distributors for Purity Cross Chicken a la King and Purity Cross Welsh Rarebit.

These are new lines for the Canadian Market being widely advertised thru the Leading Magazines and mean New Business for you and show a nice profit.

California Canned Fruits

We have a well assorted stock and can give you interesting prices for prompt or Fall Delivery.

All Food Markets are advancing, look over your stocks and place your orders early.

WRITE FOR FURTHER PARTICULARS.

W. G. PATRICK & COMPANY, LIMITED

IMPORTERS

Toronto **Montreal** **Winnipeg** **New York**

If any advertisement interests you, tear it out now and place with letters to be answered.

5c
Worth Ten





Get hold of this quick selling profit maker

Busy housewives are keenly appreciative of the splendid service, the unequalled all-round labor-saving qualities of

Babbitt's Cleanser

And Babbitt dealers are equally enthusiastic regarding its selling merits—they know from experience that every sale means customer-satisfaction and profitable "repeats."

There is an all-year-round demand for Babbitts, and steady year-round profits for the dealer pushing it. Sales are always brisk because the housewife recognizes the unusual value it gives her—a regular 10c can retailing at 5c.

To further enhance its popularity, we offer **valuable premiums for Babbitt trade-marks.** A trial supply will demonstrate what this selling combination can do for you.

Get it in hand right now and prove our claims to your entire satisfaction.

Agents:

Wm. H. Dunn, Ltd., Montreal
Dunn-Hortop, Ltd., Toronto

Make Your Customers buy more Salt

The surest way to increase your sales of Windsor Salt is to make your present customers BUY MORE OF IT. You know, yourself, that most people think of Salt just as a seasoner. They probably would never consider it, for instance, to stop neuralgia, clean enamelware, kill beetles, and thaw out frozen drain pipes.

To help you sell more Windsor Salt by educating your customers to use *more of it*, we give below

Some of the things Windsor Salt will do

Salt will remove tea stains from delicate china cups.
Salt spread in black beetle haunts, will kill the pests.
Salt and warm water will stop itching chilblains.
Salt thrown on a fire, will put out burning chimney.
A handful of Salt in rinsing water will prevent bluing from streaking the clothes.
Obnoxious weeds may be killed by covering stalks with Salt.
A pinch of Salt will cause cream to whip more easily.
Salt under baking tin in oven, prevents burning.
Salt cleans discolored bath and enameled utensils.
Salt, placed in sink, will keep drain wholesome.
Salt, placed first in frying pan, prevents grease from sputtering.
Salt and water, rubbed into the scalp, is good for falling hair after illness.
Salt, added to potatoes when nearly done, ensures flouriness and prevents them falling to pieces.
Salt, sprinkled over carpets before sweeping, preserves colors and keeps away moths.
Salt and water removes lime in new curtains and makes washing easier.
Salt, added to water in which glassware is washed, removes discolorations and brightens the glass.
A little Salt sprinkled in the bottom of the oven, will prevent cakes from burning.

Cut out this list and post it in a conspicuous place in the store. Better still, print it and hand to your customers, or send a copy with each order delivered. A little judicious "pushing" on your part, will show your customers how to use Windsor Salt in many different ways. And each way means a bigger demand, and more profit for you.

The Canadian Salt Co., Limited

Windsor - Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.



"Just Dandy—Beats Candy"

Krackley-Nut sells on sight

IT is the very biggest 5 cents worth of confection you can give. And it's good—real wholesome and unspeakably delicious.

JUST look at the package above. Isn't it a dandy? Big, attractive,—the kind to make telling displays and get the nickels coming in. Scores of your people will buy Krackley-Nut once they get acquainted with its toothsome deliciousness. And the profits are, to say the least, worth planning for.

KRACKLEY-NUT (Made-in-Canada) from Pop Corn and Nuts. Packages are air-tight, hence it is always crisp and fresh, right down to the last morsel. It beats candy absolutely as a seller and is far more wholesome.

A SUPPLY of this confection will bring you new business, lots of it, and without any extra expense. The Krackley-Nut show card will enable you to push your sales right along.

Your jobber will supply you.

Made in Canada by

O-Pee-Chee Gum Co.

Limited

LONDON CANADA

Paris Paté to the fore—

One of a series of advertisements now appearing in leading papers.



A Real Sandwich

A most tempting morsel is just ordinary wholesome bread made (uncommonly appetizing) with—

PARIS PATÉ
PARIS MEAT PATTY

29

HERE is a product which has become a steady, year-round seller. But at *this Season* the sales of Paris Pate take a jump. Good as it sells at other times, the sales always increase in the Summer time. Paris Pate makes an ideal addition to every picnic, automobile hamper, lunch box, or cold snack—because—of its delicious taste, ready prepared, easy to use or carry.

"Paris Pate to the Fore."

STOCK UP—DISPLAY—RECOMMEND

MACLURE & LANGLEY, Limited
TORONTO WINNIPEG

We use only the very best milk in the manufacture of Malcolm Milk Products



Nothing whatever is left to chance. From the selecting of the milk down to the last part of the manufacturing process our every energy is directed towards making Malcolm's the standard of quality in Milk Products.

The fact that the demand for Malcolm's is always growing is pretty good proof of their superiority. More and more Grocers are realizing that it pays to push these Canadian-made lines—a trial convinced them as it will convince you.

Try out a sample supply. See for yourself what real good profits Malcolm Milk Products offer you. And remember, too, that we are **the only Canadian Milk Co. in Canada.**

We deliver 5-case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.

THE ONLY CANADIAN MILK COMPANY IN CANADA

THE MALCOLM CONDENSING CO., LIMITED
ST. GEORGE, ONTARIO



The maximum of Marmalade perfection has been reached in "Curling" brand. Seville Oranges and pure cane sugar combine to create a flavor and a deliciousness unequalled. For your particular trade.

It's the "Want More" taste that pulls the profitable repeat sales

and this want-more taste is a marked characteristic of **ST. WILLIAMS JAMS** and **MARMALADE.**

Made from sound, choice, sun-ripened fruits and Pure Cane Sugar, these attractively labelled lines are always worthy of a prominent place in your window trims and interior displays.

Keep them before your customers' notice. If you are not yet acquainted, send for a trial shipment of Marmalade, Raspberry and Strawberry Jam.

Do it to-day — now — before it slips your mind. It will profit you.



MACLURE AND LANGLEY, LIMITED

12 FRONT STREET EAST, TORONTO

Ontario Distributors for

St. Williams Preservers, Limited

Be Prepared

1917 will be a big "White" Year.

White Shoes are all the go.

White 2 in 1 will have the call.

Don't lose a sale by not having 2 in 1 White in Stock (Cake and Liquid).

Our big 1917 advertising campaign, including newspapers, painted signs and street cars is now in full swing.



Selling Points

Easy opening box.
No Turpentine.
No Smell.
Good for Leather.
Waterproof.
Lasting Polish.
Black—White—Tan.
Shines and Polishes.

BE PREPARED—GET YOURS

F. F. DALLEY CO. OF CANADA LIMITED
Hamilton - - Canada



Attractive Red Labels make effective displays

Two Winners for your Washday Displays



—two lines that mean satisfied customers

Unqualified customer satisfaction is the record back of

WONDERFUL SOAP AND **CRYSTAL SOAP CHIPS**

No matter how soft or delicate the fabric may be, these two cleansers will not injure it in the least, a fact that immediately appeals to every good housewife. Consequently repeat sales are assured.

Get a trial supply to-day. You'll like the profit on these lines.

GUELPH SOAP COMPANY
GUELPH, ONTARIO

If any advertisement interests you, tea r it out now and place with letters to be answered.

Build up your Candy Profits

Stock lines of quality. Stock lines that your customers know of, whose quality they appreciate.

Moirs XXX Chocolates

are delicious confections of exceptional merit. And your customers know Moirs. Persistent consumer advertising is ever adding to an already large following, creating and maintaining a steady demand for Moirs that no good grocer can afford to ignore.

Give Moirs Chocolates a trial. You will quickly note a decided improvement in the turnover of your candy department. It pays to push quality.

Moirs Limited

Halifax, Canada

KLIM

SPELL IT BACKWARD

PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

A NEW PROFIT-MAKER

As liquid milk is high in price and is becoming scarce, housekeepers everywhere are looking for some means of reducing their milk bill.

KLIM used in place of liquid milk is cheaper and better. It reduces the cost of living by giving your customers a steady supply of it in a form which will not sour or spoil. It is fresh and always ready for use in home or camp, at a moment's notice.



KLIM is purchased in small tins, making about one quart; in larger tins making about a gallon; and in ten pound tins for hotel use.

ASK YOUR WHOLESALE GROCER.

We want you to try it in your own kitchen. A free sample with printed matter is yours for the asking.

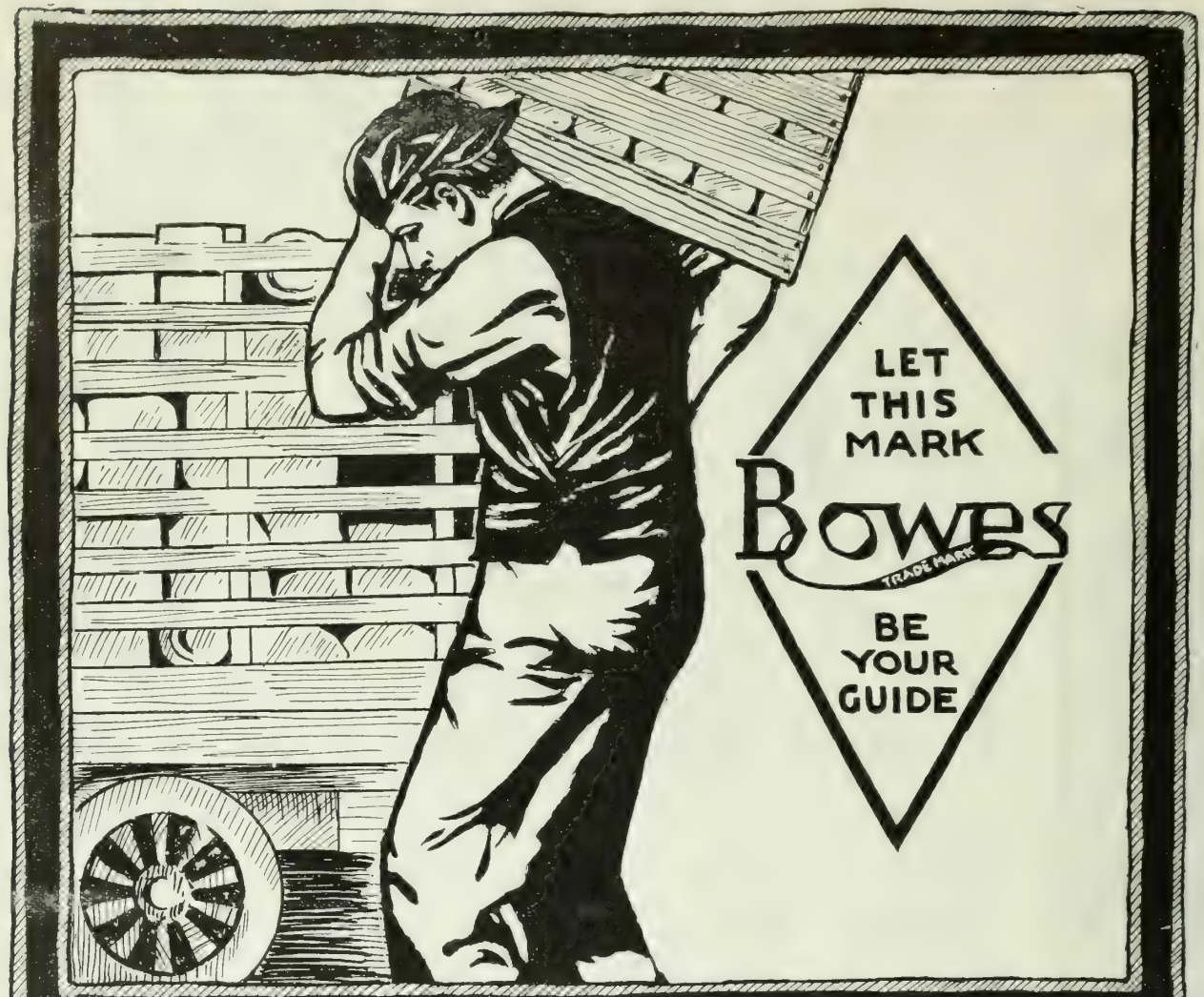
Canadian Milk Products Limited

TORONTO

Quebec Office—Montreal, P.Q.

Stocked by: **W. H. Escott Co., Ltd., Winnipeg, Regina, Edmonton, Calgary. Kirkland and Rose, Vancouver, B.C.**

Plants: **Brownsville, Belmont, Burford, Hickson, Ontario**



MAPLE SYRUP.. HONEY.....
..... PEANUT BUTTER.....
WORCESTERSHIRE SAUCE

WITH the advent of warmer weather, the above lines will be in bigger demand than ever. Get your stock of *Bowes* brands in good shape to meet this demand.

Put up in neat, attractive, handy-sized packages. Send us your inquiries.

THE BOWES COMPANY LIMITED

Winnipeg TORONTO St. John, N.B.

BRUNSWICK BRAND







a superior sea-food

That's what it stands for, this well known "Brunswick Brand." And more and more people are realizing the fact that the words "Brunswick Brand" are an absolute guarantee of dependability in high-grade sea foods.

What scientific effort, intelligently directed, can do has been done to perfect these tasty and delicious products of Old Atlantic. Every part of the work in our up-to-the-minute plant is carried out by men who are experts at their business.

Our reputation for satisfaction-giving means much to you. It's a guarantee of that perfect customer satisfaction that spells bigger sales and better profits.

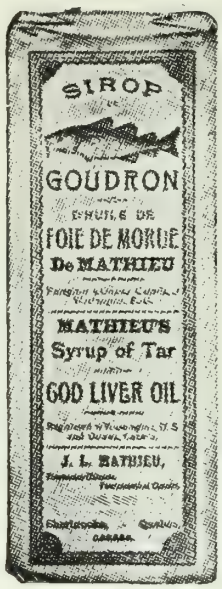
Prepare now for a big year-round fish business by stocking up with Brunswick Brand Sea Foods.

Connors Bros., Ltd., Black's Harbour, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

In big demand everywhere—

Mathieu's Syrup of Tar and Cod Liver Oil and Mathieu's Nervine Powders



A better selling pair of year-round necessities than these two Mathieu Products it would be hard to find.

Did you ever stop to consider the number of people coming into your store day after day who would be benefited by one or both of these health restorers and builders?

For the coughs and the colds so prevalent during the Winter days **MATHIEU'S SYRUP OF TAR AND COD LIVER OIL** is a well-known and reliable remedy. Don't hesitate to recommend it for coughs and colds in any stage.

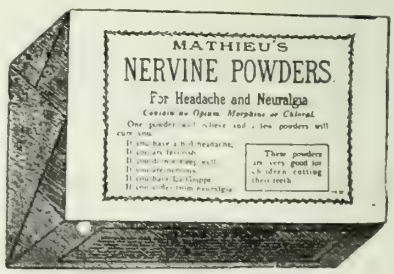
There are some among your customers suffering from nervous troubles — headache, neuralgia, sleeplessness, etc. Tell them about the curative properties of **MATHIEU'S NERVINE POWDERS**. You can confidently guarantee results with these well-proven nerve "straighteners."

A little corner of your counter devoted to the display of the Mathieu lines will prove very profitable. Why not try them out?

J. L. Mathieu Company

PROPRIETORS

SHERBROOKE, - QUEBEC



Build Up Your Business

Do it with goods that represent Extra Sales and Big Profits. Do it with

Furnivall's FINE FRUIT PURE JAM



You can sell this jam because it is a jam of the finest quality—made from fresh-gathered fruits of perfect quality, made with pure cane sugar in a factory at once sanitary, hygienically and perfectly equipped, and up to a standard above which there is no higher.

Push Furnivall's pure fine fruit Jam right now in between seasons.

Your customers have probably used up all their winter's provision of home-made jams, preserves, etc., and fresh fruits are too expensive. Suggest to them jams. Serve them with a make or grade of jam that will satisfy the most exacting.

Order through the wholesale trade, but write us for list of varieties, sizes and prices.

FURNIVALL-NEW, LIMITED

HAMILTON, CANADA

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo. Hodge & Son, Ltd. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.** — MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—Mowatt & McGeachy.

Bluenose Butter in Tins

Everywhere and always in Canada there is and should be a demand for "Bluenose" Butter in Tins. For sea voyages, camping parties, construction gang camps, exploring and mining expeditions, and in all cases where the customer is likely to be far removed from sources of supply, "Bluenose" Butter in Tins fills the bill.



"Bluenose" Butter has a

WORLD-WIDE REPUTATION

—and a reputation that has endured the test of climates and time. It always opens up in the best of condition and is always of fine flavor and quality, and so far as you, a retail grocer, are concerned, there is a good profit margin in "Bluenose" Butter.

Communicate with us on this subject. Wire your order if you are in a hurry.

SMITH AND PROCTOR

(Sole Packers)

HALIFAX N. S.



SUMMER is coming and with it a bigger demand than ever for

MARSH'S GRAPE JUICE

This summer, as never before, the grocer well stocked with popular temperance beverages is going to reap handsome profits on his investment. Prohibition, plus old Sol, is going to give such drinks a very decided boost during the warm weather months, and grocers should plan accordingly.

A stock of Marsh's Grape Juice is the surest line to bank on for this profitable business. There is always a demand for Marsh's, it's the favorite of the connoisseur. Even in the cooler months, Marsh's is worth featuring but the summer demand is particularly worth while.

Every drop of this delicious beverage is tip-top quality. Pure, unfermented juice of selected Concord Grapes, unspoiled and unadulterated. Don't hesitate to recommend Marsh's. It will live up to your very best recommendation and add extensively to your clientele of satisfied customers.

Our pennants and store signs will keep your stock always on the move. Ask for particulars. Postcard will do.

The Marsh Grape Juice Company

Niagara Falls, Ontario

Agents for Ontario: THE MACLAREN IMPERIAL CHEESE CO., Limited, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Mason & Hickey

MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon and Vancouver. We are open to represent lines that do not compete with the following:

Arbuckle Bros., New York.
Green Coffees.

Bailey Broom Co., Kingston.
Brooms.

The Borden Milk Co., Montreal.
Evaporated and Condensed Milk.

Canada Starch Co., Montreal and Brantford. Starch, Syrup and Glucose.

Creamette Co., Minneapolis.
Macaroni, Vermicelli, Spaghetti, Creamettes, etc.

Crescent Mfg. Co., Seattle.
Mapleine.

The Dominion Sugar Co., Wallaceburg, Chatham, Kitchener.
Sugar.

Essex Canning & Preserving Company, Essex, Ont.
Canned Goods.

Foster & Holtermann, Brantford.
Honey.

Gorman, Eckert & Co., London.
Olives, Spices and Extracts.

Griffin & Skelley, San Francisco.
Dried Fruits and Canned Goods.

Harper-Presnail Cigar Co., Hamilton.
Cigars.

Ingersoll Packing Co., Ingersoll.
Cheese and Smoked Meats.

W. K. Kellogg Cereal Co., Toronto and Battle Creek.
Dominion Corn Flakes, Krumbles, Rice Flakes, etc.

Kelly Confection Co., Vancouver.
Molasses.

King Beach Mfg. Co., Mission City, B.C.
Jams and Jellies.

W. S. Loggie & Co., Ltd., Chatham, N.B.
Lobsters and Blueberries.

Manford Schier, Dunnville.
Evaporated Apples.

National Licorice Co., Montreal.
Licorice.

Nicholson & Brock, Toronto.
Bird Seed and Bird Gravel.

Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont.
Crisco, Soaps, Soap Powders, Oils and Flakewhite.

William Rogers & Co., Denia, Spain,
Valencia Raisins.

W. A. Taylor & Co., Winnipeg.
Horse Radish and Relishes.

Thornton & Co., Malaga.
Blue Fruits and Almonds.

D. Urquhart, Hensall, Ont.
White Beans.

J. H. Wethey, Ltd., St. Catharines.
Mince Meat, Jams and Jellies.

Mason & Hickey

287 STANLEY STREET **WINNIPEG, CANADA**

JAPAN TEA



WEIGHING TEA

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

ONE OF OUR CONSUMER ADS.

That critical tea users approve of the captivating deliciousness of Japan Tea is a fact well known to Grocers who sell this quality blend.

From the moment you introduce it to your trade you will find the demand worth while and ever increasing. We co-operate with the retailer by means of a strong consumer advertising campaign.

Japan Tea will help you build up a bigger, better tea business. Try it.

Get ready for a bigger-than-ever Summer demand

With the advent of the hot, thirsty summer days comes the big demand for the best of all temperance drinks—

BARNES GRAPE JUICE



And it is going to be a really worth-while demand this year. Popular at all times, Prohibition has given this delightful Canadian-made Product an added boost. To taste it once is to admire it always, hence, first sales are always followed by steady repeats.

You can count on the quality of Barnes. It is good right through. Pure —Concord — sparkling—wholesome—delicious.

Wide-awake Grocers are going to profit well by displaying and suggesting Barnes during the coming Summer. The demand is already here. Cultivate it. Turn it to good account by getting in your supplies early. Let your customers know you handle this matchless hot weather beverage. They will buy it and keep on buying it, and your cash register will show you how worth-while it is.

The Ontario Grape Growing and Wine Manufacturing Co.

St. Catharines, Ont.

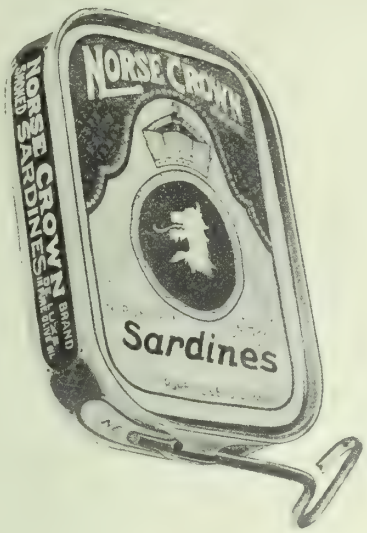
If any advertisement interests you, tear it out now and place with letters to be answered.

The Oversea Export Co., Limited, Norway

"Norse Crown"

NORWEGIAN SARDINES

(In Pure Olive Oil)



Special Brands in different grades to suit individual buyers. Send a card for full particulars and prices

In this brand only the very choicest fish are packed; not only is each individual fish in perfect condition, but the curing and preparation are as near perfection as care and cleanliness can make them. The oil used is the finest olive that can be obtained, and the tins are of guaranteed quality. The lids are put on by machinery and no solder is used.

Because we know that once you begin to sell these delicious little sardines from Norway's seas, you will sell them regularly, we want you to write to-day for a trial shipment. Get acquainted—see for yourself what a splendid line it is. Note the unusually attractive container—outside evidence of inner quality. Every one has a patented opening device attached—another customer-pleasing point.

Get that trial supply right now. Sales of *Norwegian Sardines* are quick and easy and the profits are good.

Stewart Menzies & Company

70 Lombard Street, Toronto

Sole Agents for Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Don't Forget

the 62½% Profit You Make On

LIQUID VENEER

This is *just the* season to push it to the front.

Display it in your windows and on your counters.

Send for display material.

Tie up with our tremendous Canadian Advertising Campaign.

Buffalo Specialty Company

Buffalo, N.Y., U.S.A. Bridgeburg, Ont., Canada





Sell the

GORGON FLY CATCHER

Help your customers combat the fly nuisance in a sanitary and effective way.

Last summer retailers everywhere made rattling good profits and increased their clientele of satisfied customers by displaying and recommending the GORGON FLY CATCHER. Will you be numbered among them this year?

Place your order as soon as possible now, and so make sure of your requirements. Your jobber is ready to book your order to-day to be delivered when required.

Sole Canadian Agents:

TOMLINSON & O'BRIEN

WINNIPEG.

If any advertisement interests you, tear it out now and place with letters to be answered.



SELL
PRESNAIL'S
PATHFINDER CIGARS

PURITY — Canada's most dependable and most popular salt

For unstinted satisfaction-giving, Purity Salt is absolutely unequalled. No other salt is so dependable, whether for table or dairy use.

Packed in sanitary cotton bags and handy, free-running packages — additional selling helps where Purity Salt is concerned. Try out a sample shipment. You'll like it from the start.





The Western Salt Co., Limited
COURTRIGHT, ONT.

Making a "Dollar Customer" Out of a "Ten Cent One."

A cake of shaving soap costs five cents and the average man uses two cakes in the year ..... $ .10
A tube of Mennen's costs twenty-five cents and the average man uses four tubes a year 1.00

By recommending and selling Mennen's Shaving Cream, you not only increase your own profits tenfold, but you do your men customers a real service as well; because Mennen's has shown, millions of men, that shaving can be made as pleasant an operation as washing the face.

This year Mennen's is co-operating with you more than ever before. A large, new, advertising campaign has just begun in the newspapers and advertisements are steadily appearing in the leading magazines; all bringing customers to your store, helping you sell Mennen's Shaving Cream, and increase your profits.

Keep well stocked to meet the growing demand. Write for attractive window display to Harold F. Ritchie & Co., Toronto.



MENNEN'S SHAVING CREAM

Canadian Agents
HAROLD F. RITCHIE & CO., LTD.
TORONTO, ONT.

Made in Canada by
G. MENNEN CHEMICAL CO., LTD.
MONTREAL, QUE.

GOLD DUST
A STEADY SELLER





You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?





THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

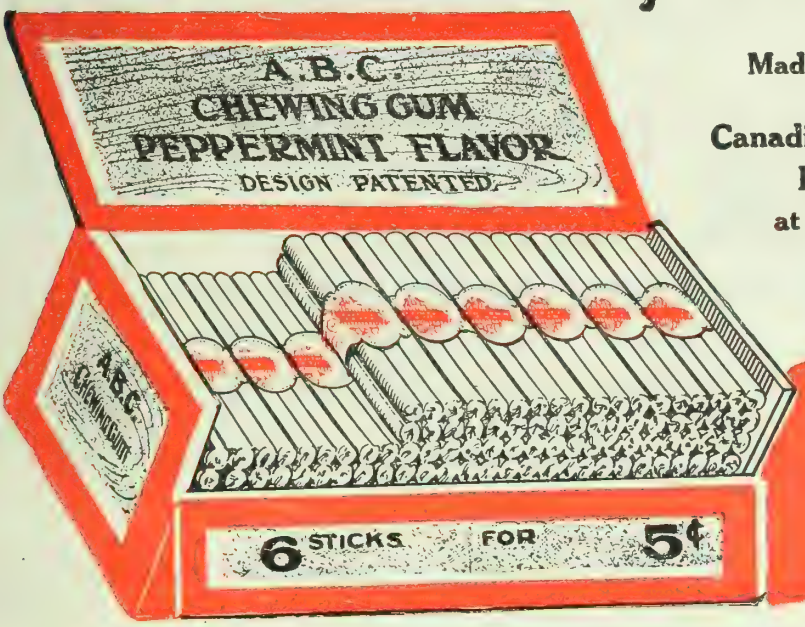
If any advertisement interests you, tear it out now and place with letters to be answered.



Go Get It

A.B.C.

Chewing Gum



Made in Canada
by the
Canadian Chicle Co.,
Limited
at Peterboro

56

FOR SALE ONLY THROUGH LEGITIMATE JOBBERS

Let your customers know that you carry Chase & Sanborn's coffees and you will quickly see what a hold they have on the public. A life-long policy of fresh goods and quality that never goes backward is responsible for this.

CHASE & SANBORN - Montreal

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND



First buyers of Gleba Polish become come-back customers

That's a straight fact. From the first day you introduce it to your trade you will find come-back sales the daily rule.

For Gleba satisfies. It's the most satisfactory cleaner and polisher for gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. Excellent for windows, glassware and autos.

Watch your profits grow when Gleba is displayed. Sample cake and particulars on application. Write.

Gleba Polish Co.

Oshawa, Ont.





These quality flours will bring you a bigger and better flour business

You can confidently count on the two McLeod Products—"Special" and "Our Chief"—giving your most particular customer results that will more than satisfy.

The two brands represent the highest achievement in scientific wheat blending. The demand is growing. Home baking is becoming more general. Stock McLeod's Flours and add to your profits.

The McLeod Milling Company - Stratford, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Century Salt

The Salt the housewife will appreciate

The scrupulous care taken in refining this high grade salt is responsible for its ever-growing popularity. A quick-seller and a repeater. Sell it.

THE DOMINION SALT Co. Limited
SARNIA, ONTARIO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.

Do you require Fancy Dressed Poultry of any kind?

We'll fill your order promptly and satisfactorily.

Send us your orders for ROASTING CHICKENS, BOILING CHICKENS, DUCKS, GEESE, TURKEYS. We stock nothing but the very best quality, the kind of goods that give unstinted satisfaction.

Let us quote you prices on Fresh Eggs and Creamery Butter. Call us up or write. Our service and our prices will surely interest you.

C. A. Mann & Company

Phone 1577

78 King St., London, Can.



Lively Polly Soap Powder

Lively Polly Soap Powder gives the housewife a service that brings her in again for a further supply.
The demand is continuous and the profits are good. Make a daily display of "Lively Polly."

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents: McLellan Import Co., 301 Read Bldg. MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



Tell every customer this—

"Here is your chance to do something practical for your friends at the front. It means a lot to the men in the trenches. They will enjoy the change from service rations—in fact they are writing home every day expressing their delight at receiving Pascall's Chocolates and Candies."

Tell them that—and you will get the order.

Forward it to our agents and the parcel will be sent from England. If you are not already running this Scheme, send to our representative for circulars and full particulars.

For Canadians
In the Fighting Line

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front

Special Parcels of Candies

on which they will pay the postage without any extra charge. The following are suitable for posting and every article is handy for the pocket.

SPECIAL $1.25 PARCEL contains:

Solid Block of Vanilla Chocolate. Large Tin each of Acid Drops, Mint Bulls' Eyes, British Toffee and Pine Lozenges.

SPECIAL $2.25 PARCEL contains:

Solid Blocks of Milk and Vanilla Chocolate, Large Tin each of Acid Drops, Mixed Fruit Drops, British Toffee, Broadway Toffee. Also Pine Lozenges and Freshettes.

Ask to see them at the Store. **Pascall's pays the Postage.**

PASCALL'S London, England

REPRESENTATIVES FOR CANADA:

Angevine & McLaughlin, St. John, N.B., and Truro, N.S.; W. H. Escott Co., Ltd., 181-183 Bannatyne Avenue, Winnipeg; The Harry Horne Co., Ltd., 309-311 King St. West, Toronto; P. E. Outerbridge, 180 Water St., St. John's, Newfoundland; Davies, Irwin, Limited, 84 Wellington Street and 501 Read Bldg., Montreal, Que.

Steady Sale, Steady Profit

When your customer makes a meal of Shredded Wheat she saves money and gets lots of nourishment. That's a worth while accomplishment in these days of high cost of living.

Shredded Wheat



is a perfect substitute for eggs or meat in food value, as it contains all the rich nutriment in the whole wheat in an easily digested form. The sale established on such a firm foundation is naturally a steady sale.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"Made in Canada"

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ont.

Toronto Office: 49 Wellington Street East 907.

Very many Canadian Grocers sell Ocean Blue because they are glad to do so. They know that it does credit to their judgment and enhances their reputation. They know that every sale leaves a living profit, that every packet which goes across the counter will give entire satisfaction, and that every recommendation of OCEAN BLUE adds to the goodwill of their business.

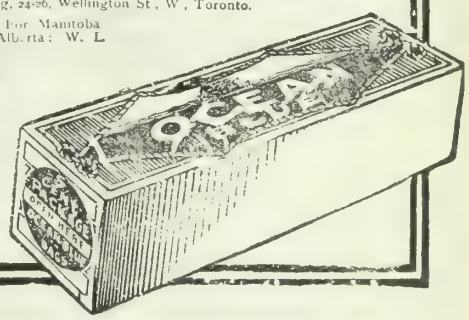
OCEAN BLUE

Order from your Wholesaler.

HAY GREAVES (CANADA), LTD.,

The Gray Building, 24-26, Wellington St., W., Toronto.

Western Agents: For Manitoba Saskatchewan & Alberta: W. L. Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary & Edmonton. For British Col. and Yukon: Creelen & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.

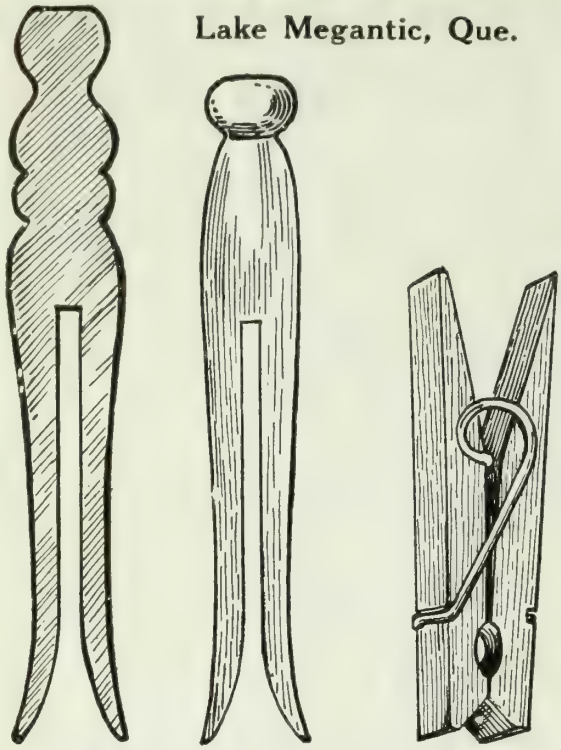


If any advertisement interests you, tear it out now and place with letters to be answered.

The Megantic Broom Mfg., Co., Ltd.

Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.



Write to us when in need of Clothes Pins.

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46



Something every customer needs

A reliable high quality shoe dressing satisfactory in every way.

The demand for Regent Shoe Dressings is in evidence the year round, and dealers would be well advised to stock these superior quick sellers. Sold through wholesale grocery houses at 75c per dozen.

How about a first order?

Chas. Tilley & Son

MANUFACTURERS

90 Richmond Street West, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co., Limited
10 McCaul St., TORONTO

The pleasant-to-take ounce *of* prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

Don't stock—but sell it. Show it in your counter and window displays.

J. C. Eno, Limited, "Fruit Salt" Works

LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

There's a purity, high quality and delightful flavor about

Da Costa and Company's

Barbados Extra Fancy

MOLASSES

that satisfy the expectations of the most particular customer.

This line is none of the "just as good" variety—it's a high-class purity product, immeasurably ahead of ordinary, every-day molasses.

See that your next order calls for **Da Costa's.** Remember the price is no higher and satisfaction is assured.

If any advertisement interests you, tear it out now and place with letters to be answered.

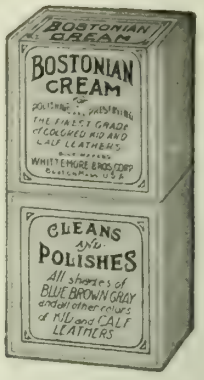
Mr. Dealer

Here are the Season's Leaders in Shoe Polishes









"SHUCLEAN." White kid and white leather cleaner.

"ALBO." White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).

"CAHILL'S" French Bronze Dressing. Bronzes any color shoe.

"BOSTONIAN CREAMS." Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.

"GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c and 25c.

Ask Your Jobber for Prices and Complete Catalog

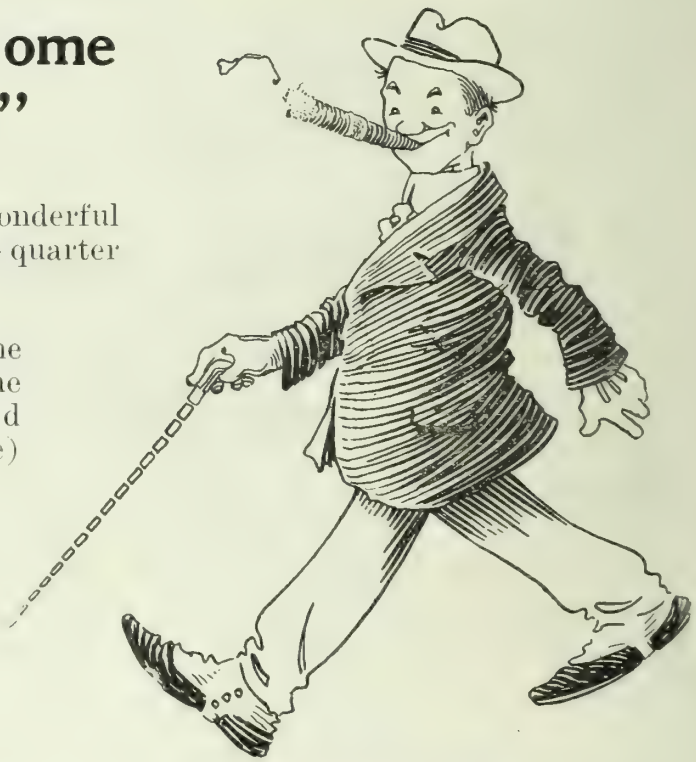
***or write us* (WHITTEMORE BROS. CORP.) at Boston, Mass.**

He'll come back for some more "Orlandos"

Every smoker appreciates the wonderful value of this splendid three-for-a-quarter cigar line.

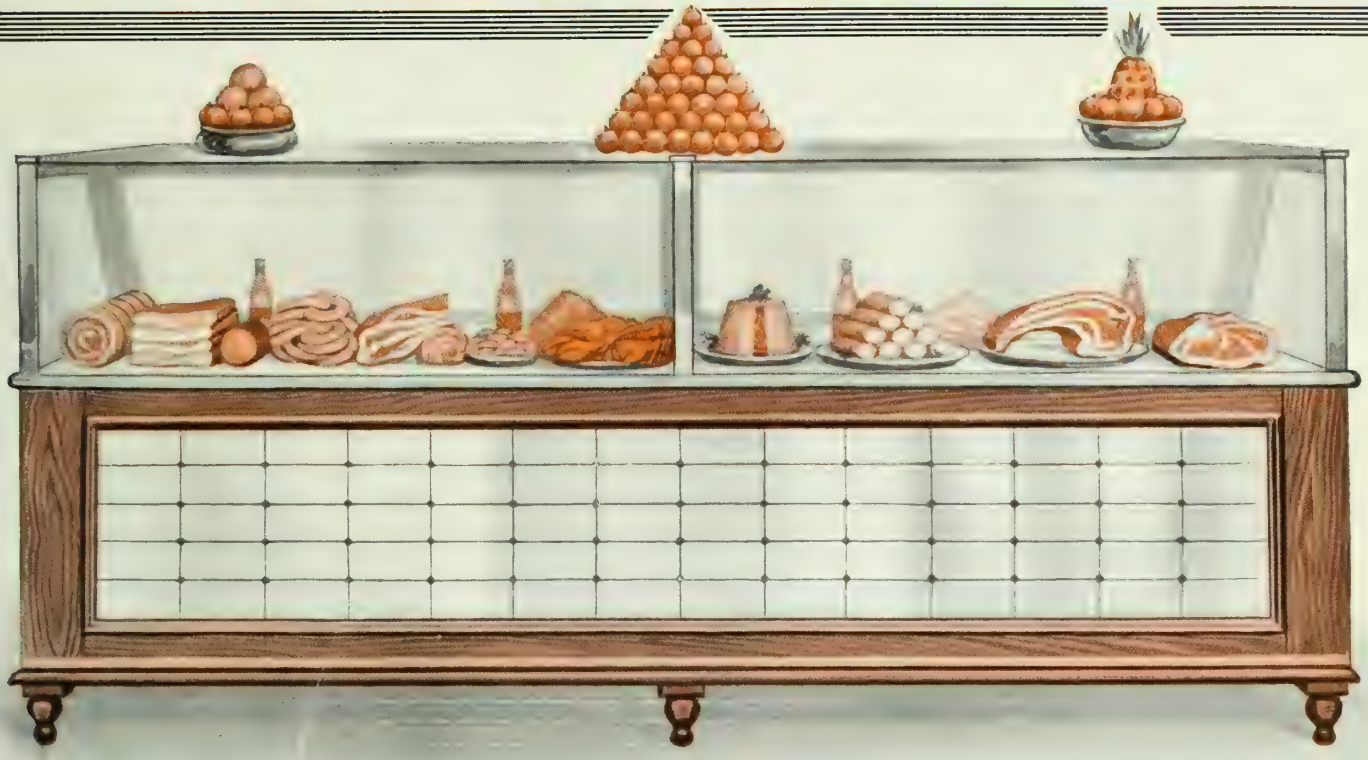
Grocers looking for a sure thing, one that will swing a goodly share of the tobacco trade to their stores, should connect with the Orlando (Invincible) line.

It is a big, cool, man's-sized smoke, sure to be appreciated by the men of your community. Try it out. There's profit in it.



W. R. Webster and Co., Ltd., Sherbrooke, Que.

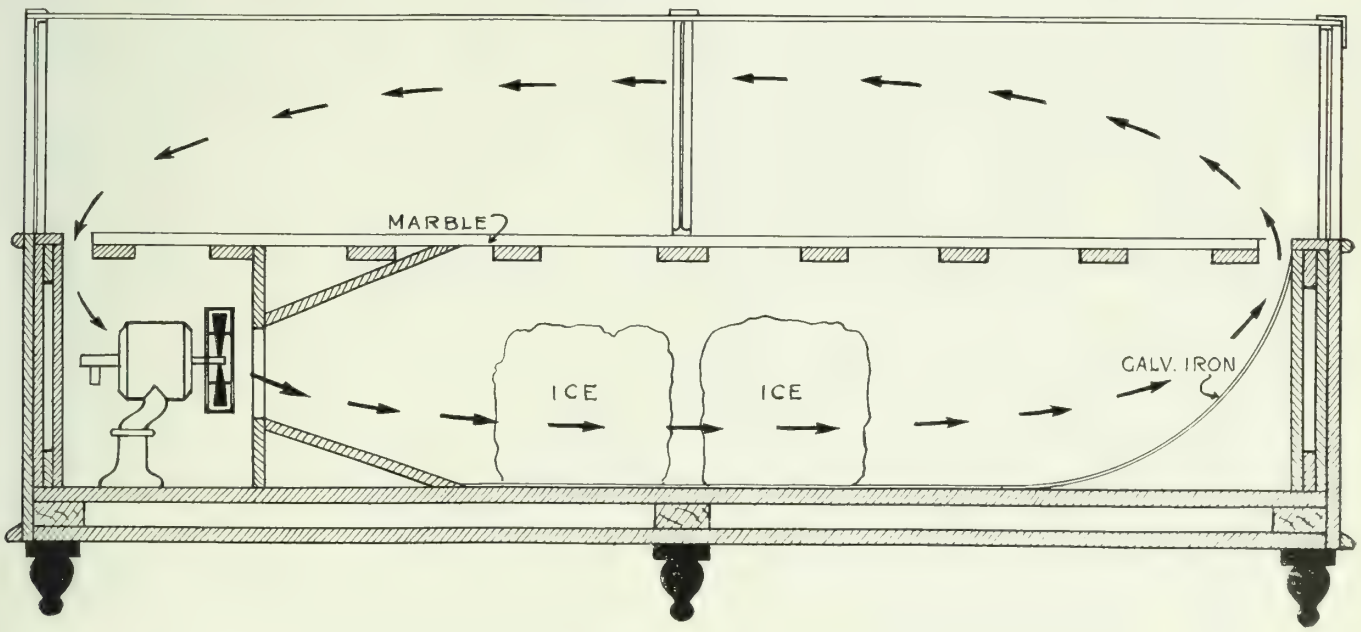
Why hide your Perishables?



DISPLAY THEM IN

The "Sayer" Automatic Refrigerator Display Case

Mr. Grocer: We offer you here, something **ENTIRELY NEW** in the way of a Refrigerator Display Case and Silent Salesman. It will help you sell the **very goods you want to sell** because it keeps them fresh and appetizing by this **new method of cold air circulation.**



A few turns of the fan now and then will keep your case cool and dry.
For full Information and Prices write direct to the Manufacturers.

Wolf Sayer and Heller, (INC.

76 St. Paul St., East **Montreal**

Classified Directory of Store Equipment Advertisers

Account Registers
Champion Register Co., Cleveland, Ohio.
McCaskey Systems, Ltd., Toronto, Canada.
International Safe & Register Co., Fort Erie, Ont.

Account Register Systems
International Safe & Register Co., Fort Erie, Ont.

Aprons
Toronto Butchers Supply Co., 49 Dundas Street, Toronto.

Barrels
The Sarnia Barrel Works, Sarnia, Ont.

Bins, Patented
Walker Bin & Store Fixture Co., Kitchener, Ont.

Biscuit Cabinets
Walker Bin & Store Fixture Co., Kitchener, Ont.

Bone Grinders
Hobart Mfg. Co., Toronto.

Broom Racks
Walter Woods & Co., Hamilton, Ont.

Butter Dishes
H. P. Eckardt & Co., Toronto.
Oval Wood Dish Company, Delta, Ohio.
Walter Woods & Co., Hamilton, Ont.

Butter Tubs
Walter Woods & Co., Hamilton, Ont.

Butter Paper
Walter Woods & Co., Hamilton, Ont.

Cake Mixers
Hobart Mfg. Co., Toronto.

Cash Registers
National Cash Register Co., Toronto, Ont.

Cheese Cutters
American Computing Co., Hamilton, Ont.
Brantford Computing Scale Co., Brantford, Ont.
W. A. Freeman Co., Hamilton, Ont.
Walter Woods & Co., Hamilton, Ont.

Cheese Cutter Cabinets
Brantford Computing Scale Co., Brantford, Ont.

Coffee Mills
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Woodruff & Edwards Co., Elgin, Ill.

Coffee Refiners (Electric)
Hobart Mfg. Co., Toronto.

Cold Storage Doors
Eureka Refrigerator Co., Toronto, Ont.

Computing Scales
Brantford Computing Scale Co., Brantford, Ont.

Counter Scales
The Canadian Fairbanks-Morse Co., Montreal.

Containers for Oysters
Connecticut Oyster Co., Toronto, Ont.

Counter Check Books
J. E. & J. N. Somerville (Independent Brand) 70 Howard Park, Toro'to.
Walter Woods & Co., Hamilton, Ont.

Display Counters
Eureka Refrigerator Co., Toronto, Ont.
John Hillock & Co., Toronto.
Sherer-Gillett Co., Guelph.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Display Tables
Walker Bin & Store Fixture Co., Kitchener, Ont.

Egg Carriers
H. P. Eckardt & Co., Toronto.
Star Egg Carrier & Tray Mfg. Co., Roch'ster, N.Y.
Walter Woods & Co., Hamilton, Ont.

Egg Trays
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Carrier Divisions
Star Egg Carrier & Tray Mfg. Co., Roch'ster, N.Y.

Egg Case Fillers
Trent Manufacturing Co., Trenton, Ont.

Egg Carton Fillers
Trent Manufacturing Co., Trenton, Ont.

Egg Case Cushion Fillers
Trent Manufacturing Co., Trenton, Ont.

Egg Case Corrugated Flats
Trent Manufacturing Co., Trenton, Ont.

Fish Boxes
Eureka Refrigerator Co., Toronto, Ont.

Fruit Stands
Walker Bin & Store Fixture Co., Kitchener, Ont.

Ice Cream Cabinets
Eureka Refrigerator Co., Toronto, Ont.

Ice Machines
W. A. Freeman Co., Hamilton, Ont.

Meat Grinders
Brantford Computing Scale Co., Brantford, Ont.
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Meat Slicers
Brantford Computing Scale Co., Brantford, Ont.
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Paper
E. B. Eddy Co., Hull, Que.
Walter Woods & Co., Hamilton, Ont.

Paper Balers
H. P. Eckardt & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.
Climax Baler Co., Hamilton.
General Sales Co., Toronto.
Stephenson, Blake & Co., Toronto, Ont.
H. G. Smith, Ltd., Regina, Sask.

Paper Bags
Specialty Bag Co.

Peanut Butter Machines
Hobart Mfg. Co., Toronto.

Pumps for Gasoline
S. F. Bowser & Co., Toronto.

Pumps for Molasses
Walter Woods & Co., Hamilton, Ont.

Pumps for Oil
S. F. Bowser & Co., Toronto.

Pumps for Vinegar
Walter Woods & Co., Hamilton, Ont.

Refrigerators
Eureka Refrigerator Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.
Wolf, Sayer & Heller, Montreal, Que.

Refrigerator Counters
Eureka Refrigerator Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Kitchener, Ont.
Wolf, Sayer & Heller, Montreal, Que.

Refrigeration Systems
Eureka Refrigerator Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.
Wolf, Sayer & Heller, Montreal, Que.

Safes
International Safe & Register Co., Ltd., Fort Erie.

Shipping Boxes
Thompson Norris Co., Ltd., of Canada, Niagara Falls, Ont.

Silent Salesmen
Western Manufacturing Co., Regina, Sask.

Show Cases
W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.
Walter Woods & Co., Hamilton, Ont.
Western Manufacturing Co,. Regina, Sask.

Store Counters
Sherer-Gillett Co., Guelph, Ont.

Store Equipment
Sherer-Gillett Co., Guelph, Ont.

Store Fixtures
Sherer-Gillett Co., Guelph, Ont.

Tanks for Oil
S. F. Bowser & Co., Toronto.

Telephones
Bell Telephone Co., Montreal and Toronto.
Can. Independent Telephone Co., Toronto, Ont.

Telephone Supplies
Can. Independent Telephone Co., Toronto, Ont.

Tool Grinders
Hobart Mfg. Co., Toronto.

Twine
Walter Woods & Co., Hamilton, Ont.

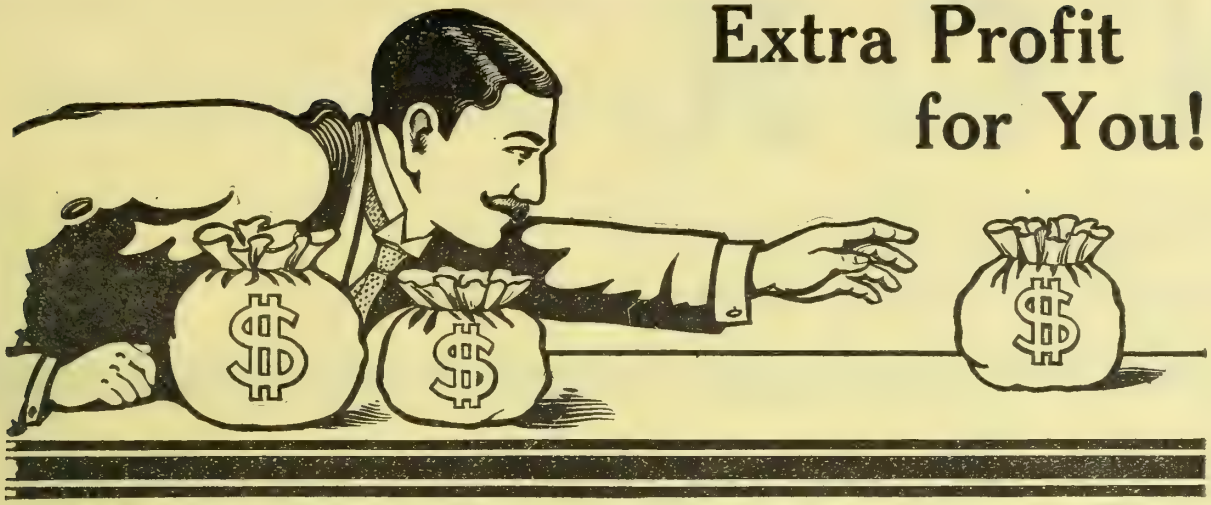
Vegetable Slicing Machines
Hobart Mfg. Co., Toronto.

Vinegar Measures
Walter Woods & Co., Hamilton, Ont.

Waste Paper Buyers
E. Pullan, Toronto.

Window Backs
Walker Bin & Store Fixture Co., Kitchener, Ont.

Window Panelling
Walker Bin & Store Fixture Co., Kitchener, Ont.



Extra Profit for You!

ISN'T IT WORTH REACHING FOR?

LET us put it within your reach. Let us show you how those daily accumulations of waste paper and cardboard can be turned into good, honest profits by means of a ***CLIMAX STEEL BALER***—the most serviceable paper baler on the market.

An annual dividend of over 80% on a saving of 5c. a day. That's what The Climax Steel Baler gives you, and every year without reinvesting your capital.

ALL STEEL
CLIMAX
FIREPROOF

Paper Baler

acts as a fireproof receptacle for your waste paper as it accumulates, thus reducing your fire risks. It is better to pay the price of a good Baler than the penalty of a poor one. Profit by the experience of others and avoid first cost pitfalls.



Boy or Girl can operate it.

Climax Steel Balers are made in twelve sizes—$22.50 up. We have a size to meet your requirements. Just mail us this coupon and receive full particulars of this money-making investment. Write plainly.

Climax Baler Co.

Burton Street

HAMILTON - ONTARIO

Climax Baler Co., Hamilton, Ont.

Send me your Free circulars about profit in waste paper and full particulars of The Climax Steel Fireproof Baler.

Name and Address:

If any advertisement interests you, tear it out now and place with letters to be answered.

N. C. R.

—A system that makes money by saving money

3—By saving loss of customers

The merchant's customers are his most valuable asset. The new National Cash Registers bring profit to the merchant by keeping the patronage of his customers.

The New National Cash Registers furnish an unchangeable receipt and make an accurate, unperishable record of every transaction.

The printed receipt shows the amount, nature and date of the transaction, and also the initials of the clerk concerned.

Thus they win the confidence of your customers. They also prevent disputes between customers and your store.

They force a record of all money paid on account—your customers are not asked to pay bills twice when you are equipped with a new model National Cash Register.

The printed receipt is of added value to customers who send servants or children shopping.

It is a mark of accuracy and establishes a bond of good feeling between the merchant and customer.

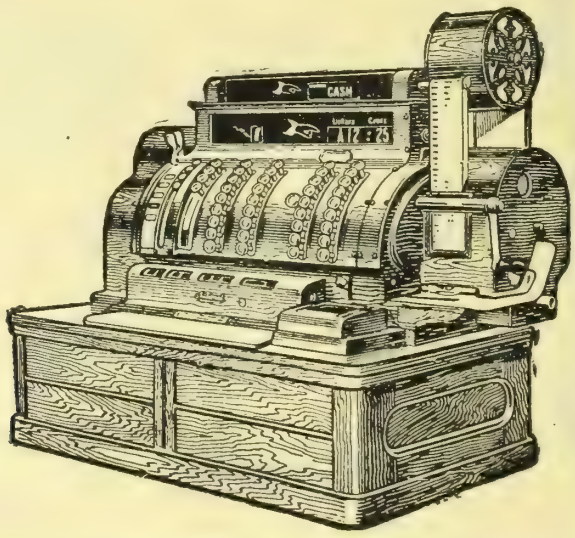
Now is a good time to install one of our machines that makes money by preventing disputes between customers and your store.

This is but an incidental part of the service rendered by National Cash Registers.

Write us to-day. We will gladly give you full information.

The National Cash Register Co.
of Canada, Limited

Christie St., Toronto, Ontario



If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

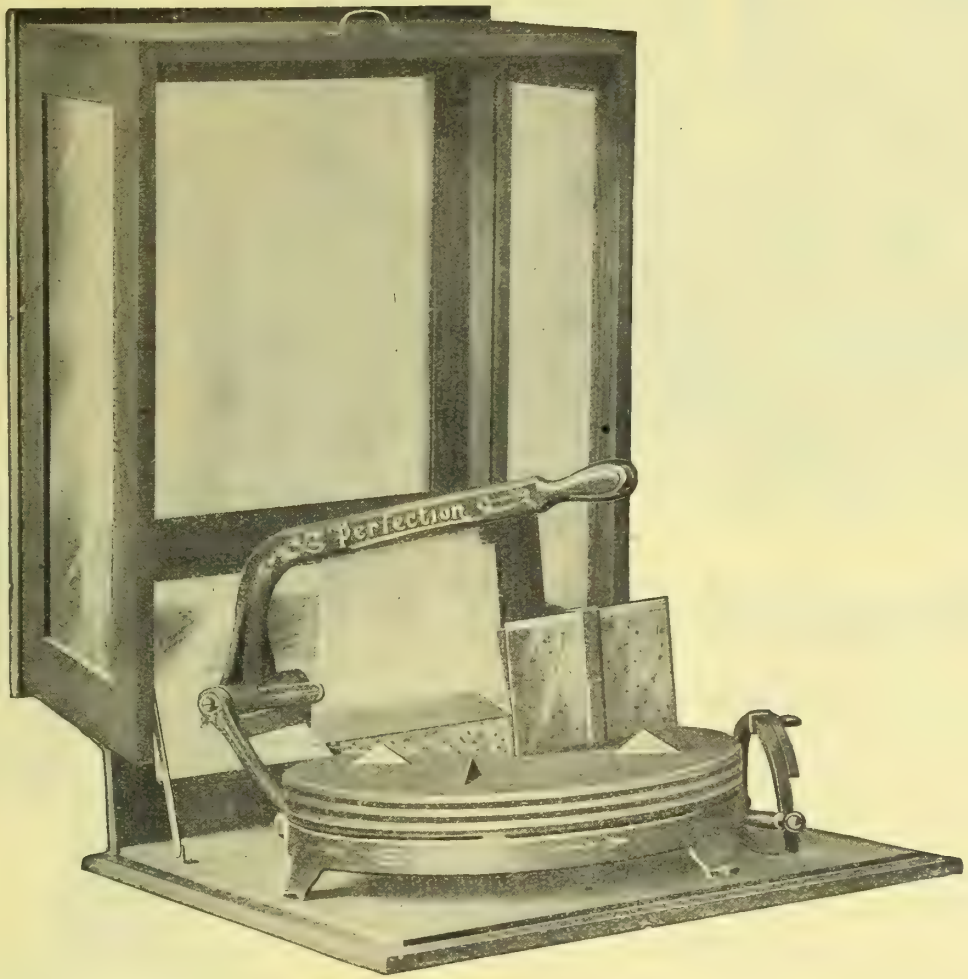
IT IS A CHEESE CUTTER WORTH HAVING

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME



A REAL PROFIT-SAVER

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES WITH CABINETS AND PEDESTALS.

IT SAVES ITS COST in a few months and lasts a lifetime.

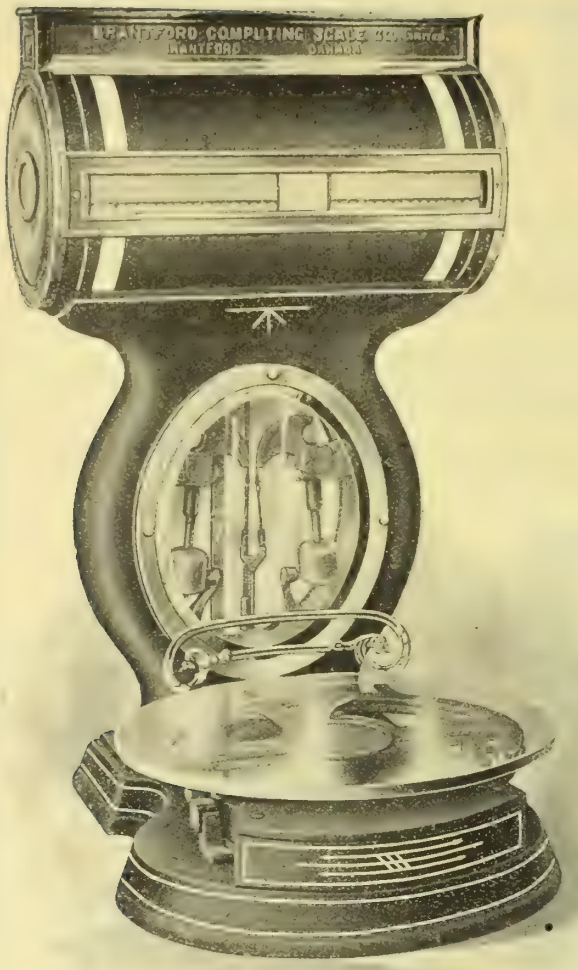
BUY IT NOW.

American Computing Company

HAMILTON, ONTARIO

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER.

BUY IT NOW.



Brantford

Scales and Meat Slicers

MADE IN CANADA

They'll pay for themselves in the service they give and the profits they'll produce.

The Brantford Cylinder Scale, accurate and reliable. The most efficient Cylinder Scale ever built.

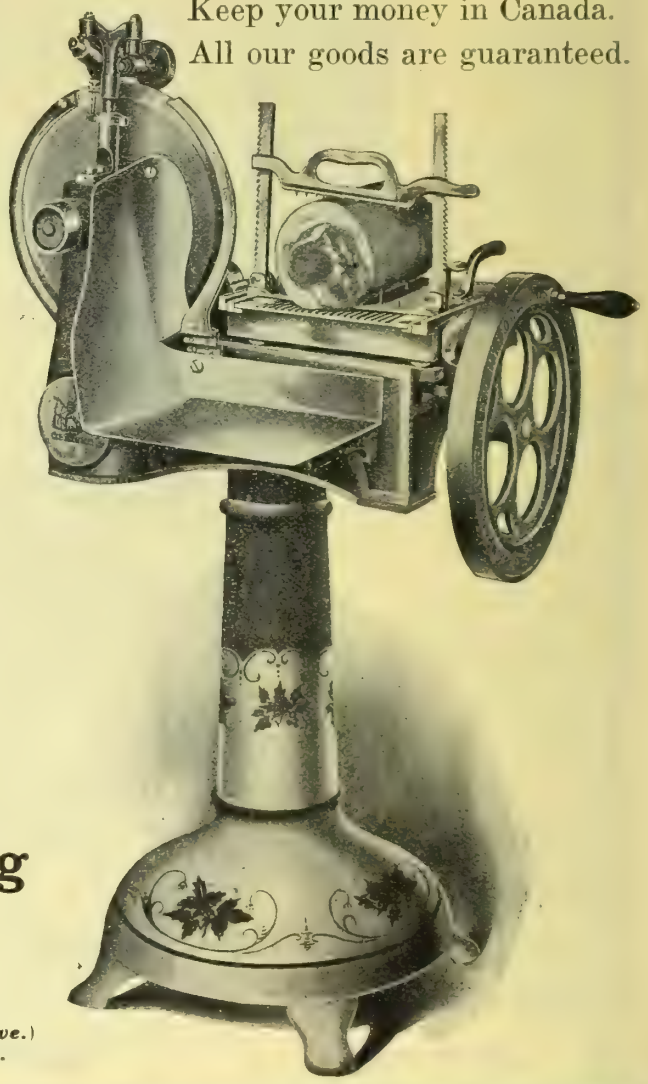
We also make Fan Scales from 2 lbs. to 40 lbs., agate bearing, no springs.

The finest line of Computing Scales made to-day.

The Robt. Simpson Co.'s Store and hundreds of other up-to-date merchants are exclusively equipped with Brantford Scales and Slicers.

Keep your money in Canada.

All our goods are guaranteed.



The Brantford Slicer

(*Made in Canada*)

will increase your sales and prevent waste. Cuts all cooked meats and bacon to the last slice.

Equipped with many new money-saving attachments.

FULLY GUARANTEED

Used exclusively in all the stores of The William Davies Co., Limited.

Write for particulars of our easy payment plan.

The Brantford Computing Scale Co., Limited

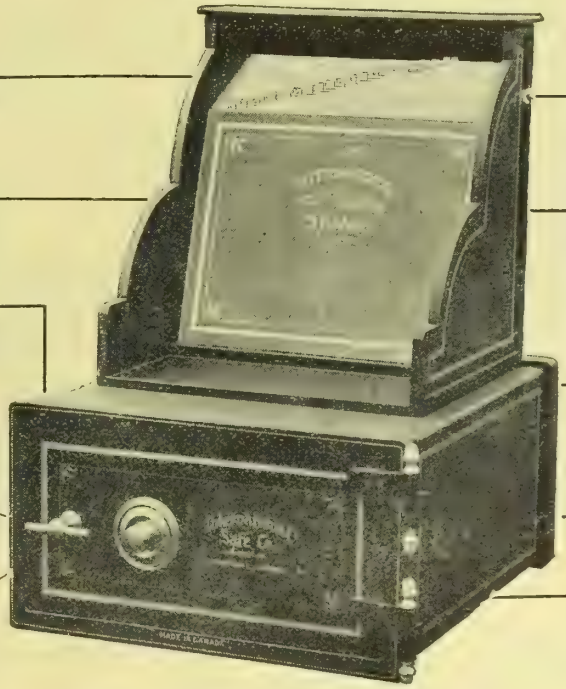
BRANTFORD, - - - ONTARIO

See the Wm. Forster and the Donald McLean stores (both on Roncesvalles Ave.) in reading matter section of this issue. Both are using Brantford Scales.

If any advertisement interests you, tear it out now and place with letters to be answered.

"FIREPROOF" SAFE-ACCOUNT REGISTER

SIMPLEST—SUREST—SAFEST



SELF-INDEXING
Alphabetical index enables operator to turn to customer's account instantly.

PETTY ACCOUNTS
Loss by Petty Charges and C.O.D. Charges eliminated

DOOR
Door of new interlocking-flange design. Fitted with heavy draw bolts. Back door locks under frame, making safe Waterproof as well as Fireproof

HANDLE
Heavy Handle which throws the heavy draw bolts to lock the Safe

LOCK
Heavy three-tumbler interchangeable combination lock. Simple and positive in action, will not get out of order

METAL LEAVES
Made of Bessemer Steel with individual account-carrying compartments

CABINET
Wooden superstructure in which account-carrying leaves are operated during business

SAFE BASE
Safe in which the account-carrying leaves are secured at night under combination lock for fire and burglar protection

HINGES
Hinges of heavy Malleable construction

STEEL WALLS
Steel-enclosed walls filled with Fireproof Compound which solidifies the entire structure of the Safe

Sizes: 60 to 5,000 Accounts

FIREPROOF—BUILT to meet the DEMAND for a REAL "FIREPROOF" ACCOUNT REGISTER SYSTEM.

BUSINESS should be exact; IT should be methodical. Be interested enough in YOURSELF to safeguard yourself from constant drains and losses.

The INTERNATIONAL ACCOUNT REGISTER and SYSTEM has been PROVED by USE. It is the SYSTEM you want—and the thing for you to do is to *CUT OUT* the COUPON and mail to us—*TO-DAY*, asking for the facts.

It costs nothing to investigate.

Manitoba, Alberta and Saskatchewan
Modern Office Appliances Co.
251 Notre Dame, West,
WINNIPEG, Man.

Representatives:

Quebec
G. D. Pequegnat,
113 Bleury St.,
MONTREAL, P.Q.

Maritime Provinces
E. L. Stailing, 16 Roy Bldg.
Barrington St.,
P.O. Box 423, Halifax,
N.S.

MANUFACTURED BY

The International Safe Co.

FORT ERIE, ONTARIO **LIMITED**

"FOR SAFETY'S SAKE MAIL COUPON NOW"

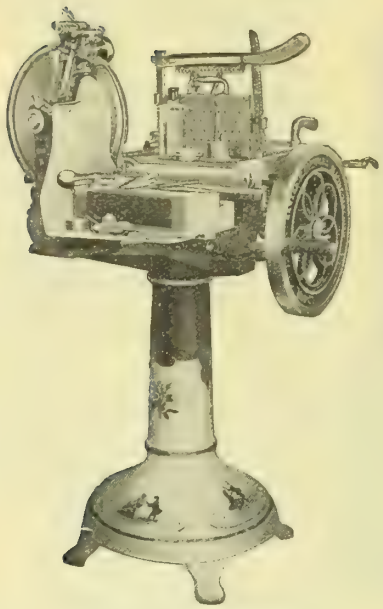
Name .....
Town ..... Prov .....

THE INTERNATIONAL SAFE CO., Ltd.,
FORT ERIE, ONTARIO.
Please send full information about your new Fireproof SAFE Account Register SYSTEM

If any advertisement interests you, tear it out now and place with letters to be answered.

Good Equipment

is essential to sound business expansion



The "Van Berkel"
(A British made leader)

That's a fact that can hardly be over-emphasized. Take, for instance,

The Van Berkel Slicing Machine

Here's a handsome appearing time and waste saving machine that no progressive dealer can afford to go without. The better customer service that this slicer makes possible, the trouble it saves and the waste it eliminates, quickly cover the cost of its installation.

Don't confound inferior meat slicers with the Van Berkel. Read full particulars in our free illustrated price list.

How about your perishables when it's 90 in the shade?

Is your refrigeration system thoroughly dependable? You can't afford to take chances here. Inefficient refrigeration principles mean heavy wastage in perishable products—a big money loss.

Freeman's Dry Air Refrigerator

is a guarantee of sweet, fresh, saleable, perishable goods, let the temperature be what it may. For ice-saving and large air circulating capacity it is without peer.

Note the sectional view to the right showing our warm air flue arranged along the ceiling where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving warm air; they discharge the air from both ends and convey it above the ice.

Send for full particulars. Detailed information gladly given.



Freeman's Dry Air Refrigerator
(The acme of efficiency)

Mr. Geo. Simonds
334 Markham St.
Toronto, Ont.
Phone:—College 8794

The W. A. Freeman Co., Ltd.

HAMILTON, CANADA
REPRESENTATIVES

Mr. James Rutledge
2608 Waverley St.
Montreal, Que.
Phone:—St. Louis 876

If any advertisement interests you, tear it out now and place with letters to be answered.



Show Case, Refrigerator, and Van Berkel Slicing Machine in Brown Bros. store, St. Clarens Ave., Toronto, installed by the W. A. Freeman Co.

The Last Word in Store Refrigerators

LOOK at it how you will, from the standpoint of appearance as well as of practical utility, you will be forced to admit that the Freeman-Brunswick Refrigerator Systems as installed by us are the last word in scientific, up-to-the-minute refrigeration.

YOU get an idea of the elegant appearance of our fixtures from a glance at the illustration at top of this page. A store equipped like this is bound to attract more trade and to consolidate that already acquired.

Freeman-Brunswick Refrigerators are economical, safe and sure, require but little space and practically no attention. Then, too, the splendid display facilities they afford are a direct means of promoting better sales and bigger business.

The cost of installing will be quickly and easily covered, over and above, by the increased revenue acquired, not to mention the added dignity such handsome equipment will give to your store, no matter how well appointed it may be.

Are you interested in better and more economical refrigeration? We can show you the easiest way to realize your fondest hopes in this respect. Drop us a card to-day for full particulars of the Freeman-Brunswick Refrigerator Systems.

THE W. A. FREEMAN CO., Limited

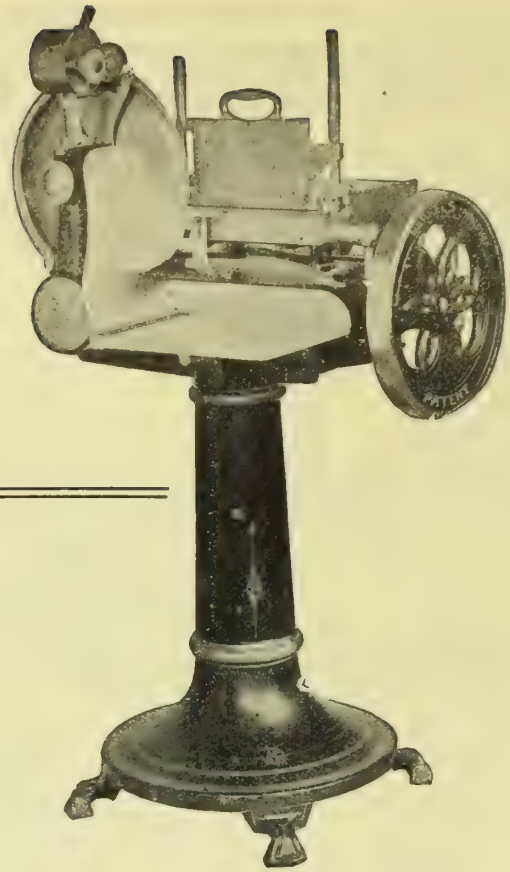
HAMILTON, CANADA

: REPRESENTATIVES :—

MR. GEORGE SIMONDS
334 Markham St., TORONTO, ONT.
'PHONE COLLEGE 8794

MR. JAMES RUTLEDGE
2608 Waverley St., MONTREAL, QUE.
'PHONE ST. LOUIS 876

If any advertisement interests you, tear it out now and place with letters to be answered.



Hobart

ELECTRIC
COFFEE MILLS
PEANUT BUTTER MAKERS
MEAT CHOPPERS
BONE GRINDERS
CAKE MIXERS
AND ACCESSORIES
ALL SIZES AND MODELS

Install a Hobart Peanut Butter Machine and increase your sales and profits. Just pour the salted peanuts in hopper and turn on the switch. The Hobart man will show you how. Write for particulars.

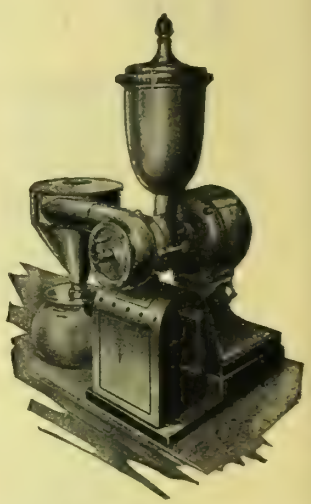
THE WORLDS BEST MEAT SLICER IS THE

NEW MODEL

VAN BERKEL

The Old Model Van Berkel was a good slicer—ask the grocer who has used one for more than ten years—but the New Model is a better and more efficient machine. It is to your interest to investigate this new model before placing your order. You can buy a cheaper machine than a Van Berkel, but most people know that cheap machinery is a bad investment. Beware of the salesman who says he has a slicer "just as good" as a Van Berkel. Buy the original—not an imitation.

Let our salesman show you how to get more profit out of your bacon and cooked meats. We saved an average Toronto grocer eighty cents a day last month with a Van Berkel. We can do as well for you.



No. 4 Electric Coffee Mill with Refiner Attachment.

The No. 4 is one of our many models. It grinds any grade and removes the chaff, leaving only the pure heat of the bean. It is certainly a trade-winner. The price of tea is rising now is the time to push coffee sales.

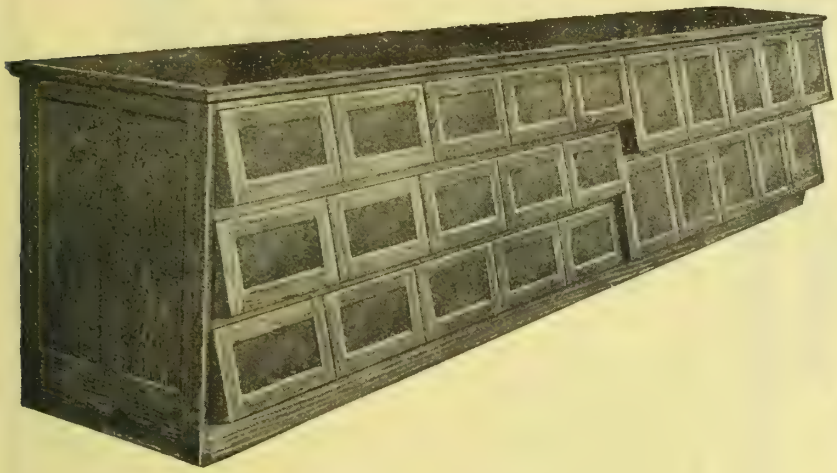
THE HOBART MANUFACTURING COMPANY

149 CHURCH STREET, TORONTO

CANADIAN DISTRIBUTORS

Showrooms: LONDON, ONT., 298 Dundas St., E. A. Andre, Agent; WINNIPEG, Ryan Bros., Agents; MONTREAL, 4 St. Lawrence Blvd., Blackwell & Landry, Agents; ST. JOHN, N.B., 94 Prince William St., H. N. Cockburn, Agent; VANCOUVER, 424 Cordova St., E. S. Chambers, Agent.

If any advertisement interests you, tear it out now and place with letters to be answered.



No. 3. Combination Counter

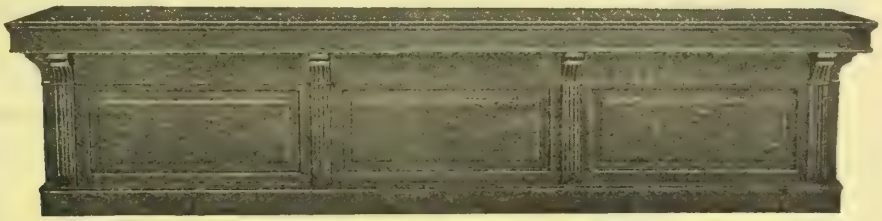
All bevel display fronts, right in line of vision, 14′ long, $155.00, with all self-closing bins and drawers in rear. Larger bins are 60-qt. dry measure capacity.



No. 1 Fruit and Vegetable Counter

The only way to show bulk stock to advantage and keep floor clear of boxes and baskets.

Counters like these mean better Store Service



No. 10. Panel Counter

Fitted with sack bins for cereals, etc., $7.50 ft.

AND Service is what counts in these days of keen competition. You'll begin to make bigger money right from the first day you get fitted up with such time-saving equipment.

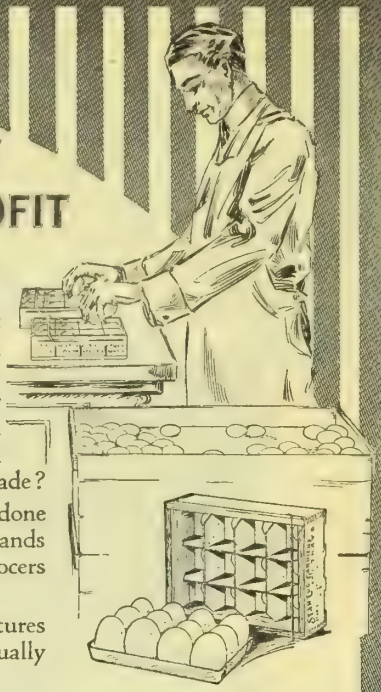
WHATEVER your requirements may be or whatever the size of your store, Walker-Bin fixtures will positively improve your capacities for bigger business. We have counters for all purposes and make special designs to suit special positions.

Our special illustrated circular showing complete styles mailed on request.

The Walker Bin and Store Fixture Co., Ltd.

KITCHENER, ONTARIO

EGGS PAY A BIG PROFIT



When graded according to the *Star System*. It costs in time not over 5c per case and nets you approximately $1.00. How many eggs do you handle yearly? Can you afford not to grade?

Don't say it can't be done for right now thousands of your Brother Grocers are doing it.

There are other features of the *Star System* equally interesting.

If you are in business for profit write us for our booklet No. 210. It tells all about it.

STAR EGG CARRIER & TRAY MFG. CO.
1620 JAY STREET ROCHESTER, N. Y.



PATENTED

The extra sales made by displaying your bulk goods attractively—

The saving in time by having all these goods within two steps of the scales—

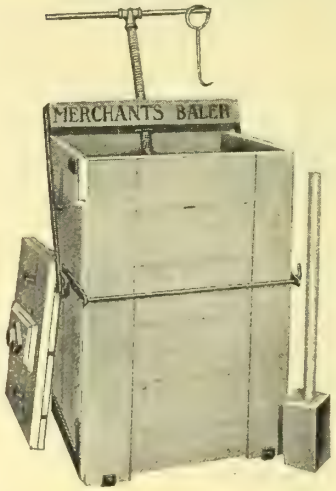
The saving from having them properly protected from evaporation and contamination—

The making of new customers because of handling merchandise in a clean, sanitary manner—

Will pay for a Sherer Counter in a few months' time and we will give you a few months in which to pay for it. Ask for catalog No. 31, showing Sherer Counters made in Canada.

Sherer-Gillett Co., Limited
GUELPH, ONT.

Merchants Baler
MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confectionery Bags
Spice Bags
Peanut Bags
Jelly Bags
Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.
Department G
12-14-16 JOHNSON STREET TORONTO, CAN.

If any advertisement interests you, tear it out now and place with letters to be answered.



ANNOUNCE YOURSELF
—Don't Say "Hello"

Why not say "Blank & Co., Mr. Smith speaking," instead of "Hello," when you answer the telephone.

Customers are your source of income. You desire their patronage. Then why leave them in doubt when they telephone you and have them ask needless questions? "Hello" wastes time. The caller must inquire, "Is that Blank & Co?" and then wait for your answer.

Answering with the firm name gives the customer the opportunity of stating his business without loss of time. It speeds up your service, freeing your line quickly for the next caller.

Good service . . . our true intent.

THE BELL TELEPHONE COMPANY OF CANADA — LOCAL LONG DISTANCE TELEPHONE

The Bell Telephone Co. of Canada

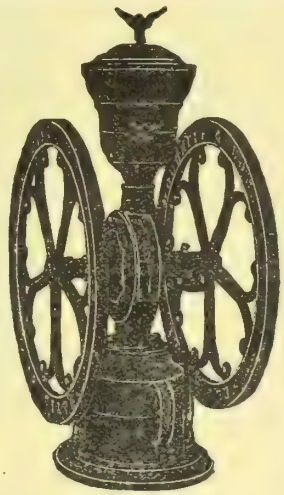
Canada's Most Popular Coffee Mill is
THE ELGIN NATIONAL



No. 35

WHY?—Because of its

Simplicity of Construction
Beauty of Finish
Easy Running
Fast Grinding and
Long Lasting Qualities



No. 40

ALL COMBINED **FOR YOU** in the ELGIN NATIONAL at the LOWEST POSSIBLE PRICE.

ADJUSTED while running, to cut as coarse or fine as desired. GUARANTEED to STEEL-CUT Coffee faster than any other mill of same size.

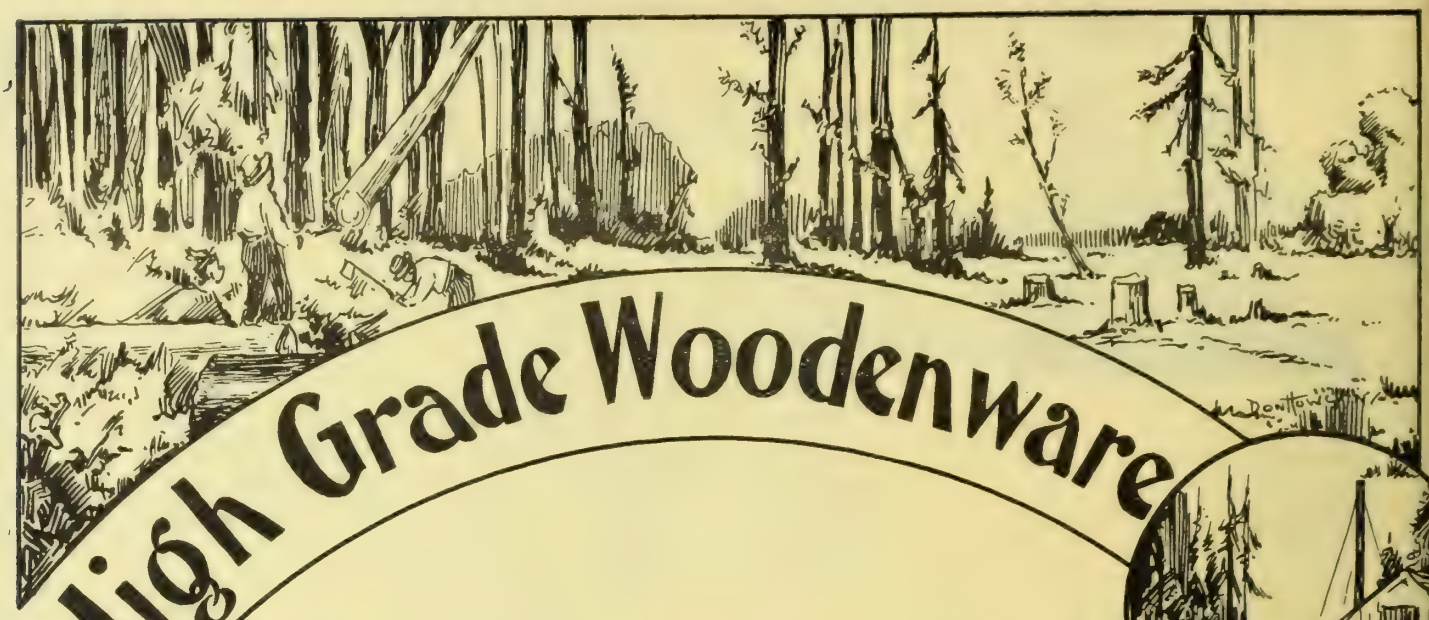
Live Canadian Grocers are using the ELGIN. YOUR COFFEE DEPARTMENT NEEDS AN ELGIN NATIONAL. The best CANADIAN JOBBERS handle ELGIN NATIONALS.

Write any of the following Canadian Jobbers TO-DAY for illustrated Catalog and Prices

ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
MONTREAL—L. Chaput, Fils & Cie, Limitee; The Canadian Fairbanks Co. (and branches).
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.; Medland Bros., Ltd.; Todhunter, Mitchell Co., Ltd.; McLarens, Limited; Geo. E. Bristol & Co.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
LONDON—Gorman, Eckert & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd.
SASKATOON—Campbell, Wilson & Millar, Ltd.; A. Macdonald & Co., Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.; Revillon Wholesale, Ltd.
CALGARY Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd.; L. T. Mewburn & Co., Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

Made by WOODRUFF & EDWARDS Co., ELGIN ILL.

If any advertisement interests you, tear it out now and place with letters to be answered.



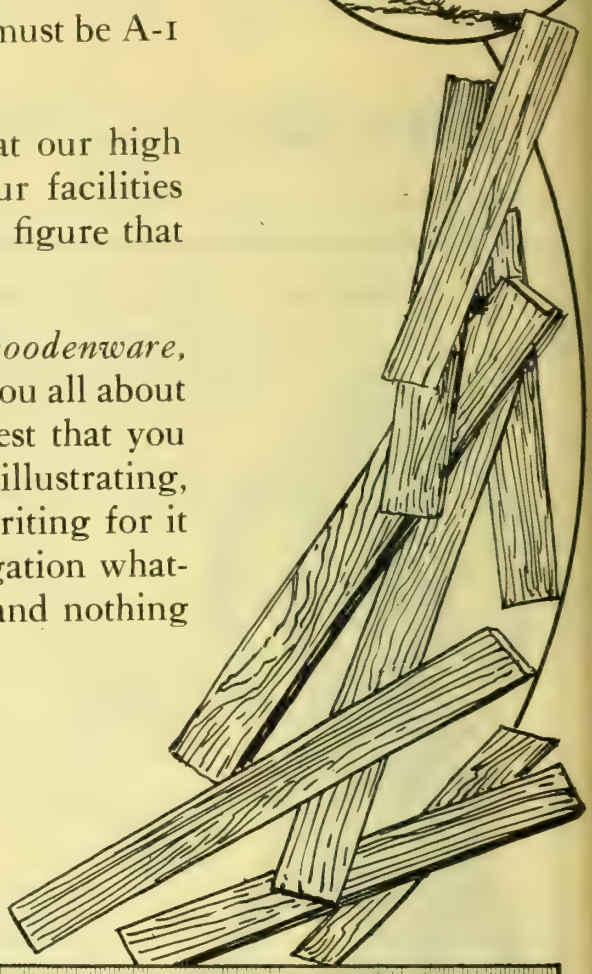
High Grade Woodenware



OUR lines bear the "earmarks" of long experience, viz: many years in the business has taught us that to maintain a consistent and increasing demand the goods must be A-1 in quality and service.

But don't think for a moment that our high quality means a high price. Our facilities enable us to offer our goods at a figure that appeals to the consumer.

We have a very large variety of woodenware, and it would be impossible to tell you all about it on this page. We would suggest that you SEND FOR OUR CATALOG, illustrating, describing our complete line. Writing for it places you under no cost or obligation whatsoever—you have much to gain and nothing to lose.



Walter Woods & Co.

Hamilton and Winnipeg

Brooms, Brushes, Baskets, Paper and Twine, Egg Cases, Butter Tubs, Butter Dishes, Paprus Egg Carriers, Paper Balers and Broom Racks, etc.



Don't envy the Gasoline Seller, but be that man

Literally hundreds—perhaps thousands—of motorists pass your store every month—and often they are looking for a BOWSER

Red Sentry Gasoline Outfit

This Red Sentry Halts them, they want gasoline. They pay cash—and you make your profit—extra profit. The Red Sentry did the selling.

He is a salesman always on the job—looking both ways all the time, and being looked for. He is a sort of toll-gate—one that motorists bless.

Here is a new business for you—a real maker from the word go—Winter, Summer and Holidays.

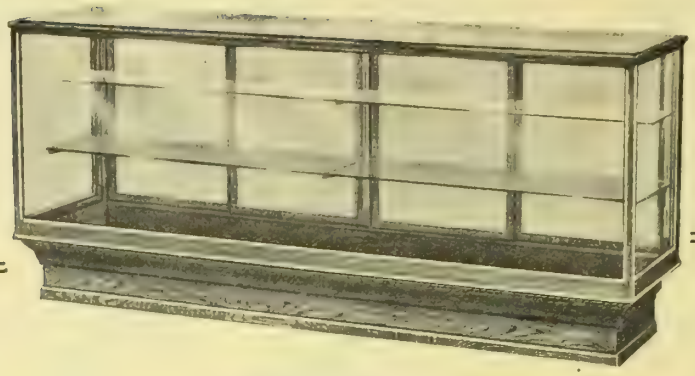
Put a Red Sentry in front of your store.

He'll earn his cost in no time, and always after that it is "velvet" for you—every day and all day.

Do you know how much a Red Sentry costs and how he works? Find out from us—postcard will do.

S. F. Bowser & Company, Inc.

66-68 Fraser Avenue - Toronto, Canada



The Western Display

Our Show Cases are real bargains

And you know how very necessary good show cases are to the welfare of your business.

HAVE you hesitated heretofore in the matter of installing them because of their high cost? If so, we don't blame you. Not a bit of it. Rather we regard you as just the type of dealer who will readily appreciate the real Show Case value we are now offering the Canadian trade.

OUR Show Cases were made with the object of giving the retailer, at a moderate price, a Show Case with the display and selling efficiency of the higher-priced equipment. We believe there is a need for such Show Cases in the grocery stores of Canada—that's why we address this message to you.

Just note this brief description of our "Western Display":

Solid Oak Woodwork, Stained, Filled, Varnished Three Coats, Polished Oak Shelves and Bottom, Corners Dovetailed together, rendering it absolutely dust-proof.

Our other models are equally attractive and equally sales creative. A postcard will bring you all particulars. See the Western Crystal all-glass case below.

Simplicity in erection—a screw-driver is the only tool necessary and the case can be set up in less than a half hour by the grocer or his clerk.



The Western Crystal

The Western Mfg. Co., Limited

REGINA, SASK.

If any advertisement interests you, tear it out now and place with letters to be answered.

Serve Your Customers Right in "Riteshape"



"Riteshapes" shine in Spring store windows.

All the Spring specials look better in "Riteshapes."

New potatoes, mushrooms, tomatoes, beans, peas, all the fresh green summer stuff should be displayed and sold in "Riteshapes."

The ten pound "Riteshape" will display these foods better than any tray, bowl or pan you can buy.

You can sell the whole batch or parcel it out in smaller "Riteshapes" just as your customers may order.

You can put up packages of any size put a price on them and sell them right out of the window.

The "Riteshape" will stand any amount of soaking. Put fresh vegetables in "Riteshapes" and sprinkle them as often as you please. The "Riteshape" prevents drying and wilting which spoils the looks of so many fresh foods which are wrapped in paper or put into a bag.

These foods are usually moist. It takes all the profit out of the sale to use paper enough to contain them properly. Use the "Riteshape" and save money.

The looks of the package is not the least important. The "Riteshape" full of fresh Spring stuff looks just as good as it is.

Get "Riteshapes" from all Canada jobbers, or ask



The Victoria Paper & Twine Company

Limited

Toronto Montreal

The Oval Wood Dish Company, Manufacturers, Delta, Ohio, U.S.A.

If any advertisement interests you, tear it out now and place with letters to be answered.

THEIR MONEY-SAVING PARTNER



An Army of Merchants Use the "Champion"

and while using it they SMILE—and grow PROSPEROUS. There's a REASON, several in fact. No more book-keeping drudgery or the necessity of spending evening hours in straightening out tangled accounts. No more losses due to forgotten charges. No more annoying disputes with customers over amount owed because with the "CHAMPION" system they know from day to day the exact amount of their indebtedness.

The "CHAMPION" is more than an account register. It is a COMPLETE SYSTEM that takes care of EVERY TRANSACTION in a merchant's business—CASH SALES—MONEY RECEIVED ON ACCOUNT—CREDIT SALES and MONEY PAID OUT. The "CHAMPION" accountant does it BETTER, QUICKER and in a more satisfactory manner than is possible with the old method of keeping books, or with ordinary account registers. Nothing complicated about the "CHAMPION." So simple a child can grasp its details.

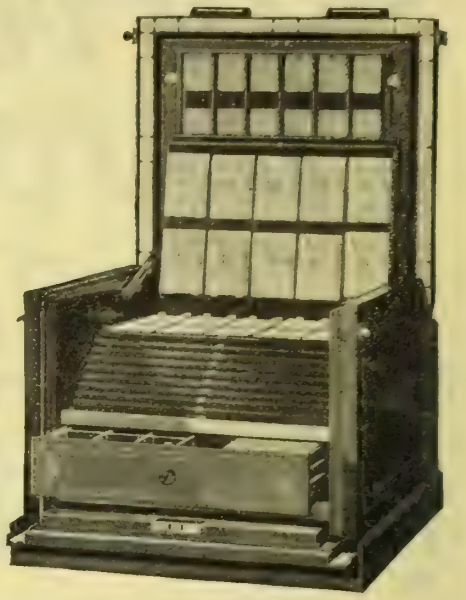
METAL CONSTRUCTION—FIREPROOF—HANDSOME IN APPEARANCE.

Fill out coupon—return to us and we will give you complete information regarding the style "CHAMPION" ACCOUNTANT best suited to your business.

CHAMPION REGISTER CO., CLEVELAND, OHIO.

CHAMPION COMPLETE ACCOUNTANT

New Double Wall Fireproof Construction



Model "C"—Single Section
With File and Cash Drawer

RETURN THIS COUPON

CHAMPION REGISTER CO., Cleveland, O.
Gentlemen:—Without any obligation on my part send me full information about THE CHAMPION COMPLETE ACCOUNTANT.

NAME .....
BUSINESS .....
ADDRESS .....
.....
System in use .....
No. of Accounts .....

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than* $50,000 to produce, but it sells for

ONLY $10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

Del Monte
BRAND
EXTRA
QUALITY

California's finest canned fruits and vegetables are packed under the Del Monte Brand.

Handled everywhere by leading grocers who cater to the taste of people who want the best.

If your Jobber does not handle, send us his name and we will communicate with him.

CALIFORNIA PACKING CORPORATION

San Francisco, California





One side of Wm. Rowntree & Sons' Store at West Toronto, showing the new Eureka Vitrolite Refrigeration Counters.

The Perfection of Scientific Refrigeration and Display

No other words could so adequately describe this magnificent installation, combining beauty of construction with security of contents and sales-creating display.

No wood whatever is visible in its construction. Cold Storage Doors are fitted in rear. Base is of Verdi Antique Marble, and Tops and Front are of snow white Vitrolite, giving this Eureka model an exceptionally rich and attractive appearance.

This is, without doubt, the most complete system of refrigeration in Canada to-day. There is nothing lacking that would make it a sales-creating fixture in any provision store.

Write for full particulars, or better still, call when in town and let us show you the real superiority of this **EUREKA** system.

Wm. Rowntree:—"I am more than satisfied with this splendid outfit and in the thorough way that same has been handled by The EUREKA REFRIGERATOR CO. This old established firm has been doing work for me for the last 25 years."

EUREKA REFRIGERATOR CO., LIMITED

BROCK AVENUE NOBLE STREET EARNBRIDGE STREET

Head Office and Showrooms: 27-31 Brock Avenue, Toronto **Phone: Park. 513**

See description in editorial section of the provision store of Wm. Rowntree & Son, Dundas Street, Toronto, recently fitted with Eureka refrigeration.

The Two Royals

Royal Salad Dressing

Made-in-Canada

Royal Mayonnaise

This is a dressing that has favor with the housewife all the year round. It will be in good demand during the summer months for dishes to take the place of meat, which is out-of-reach to the average household.

Fruit Salads are no longer confined to any particular season of the year. The tendency to have fruit salads for the evening meal in all seasons is on the increase and *Royal Mayonnaise* has that right flavor which the housewife desires to make her salads successful.

The Two Royals will keep to the very last drop

Keep these displayed for steady sales the year round.

MADE ONLY BY

THE HORTON-CATO MFG. COMPANY

WINDSOR, CANADA

Put your Product in good company

For years we have successfully handled the lines listed here

We can do the same for you

OUR twenty-seven years' success record in the Brokerage and Grocery Commission world is our best guarantee that we are capable of giving you the real live Selling service that every progressive Manufacturer requires.

WE are handling some of the leading lines in the Canadian grocery trade, the sale of which has been builded through our efforts in co-operation with the Manufacturers. Our representatives are constantly in touch with the trade from coast to coast.

THE character of service we give is unusual. We have developed a Sales system with a scope that extends beyond the usual prescribed limits, unique in efficiency, and capable of producing the best of results.

ANY of the firms here listed will attest to our integrity and selling ability. Bradstreet's, Dun's or any Bank will furnish evidence of our financial responsibility.

BORDEN'S
Condensed Milk

BENSDORP'S
Royal Dutch Cocoa

CARR'S
English Biscuits

E. D. SMITH'S
Pure Food Products

PURE GOLD
Jellies, Spices, etc.

MELROSE'S
Famous Teas

EDWARD'S
Desiccated Soups

POSTUM
Cereal Foods, etc.

ROBIN HOOD MILLS
Rolled Oats

NATIONAL LICORICE CO.'S
Licorice Products

KNOX'S
Sparkling Gelatine

ROGERS'
Valencia Raisins

THORNTON
Malaga Raisins

COTTAM'S
Bird Seed

BABBITT'S
"1776" Soap Powder

Wm. H. Dunn Limited

Sales Specialists

180 ST. PAUL ST. W. MONTREAL, Since 1890

Front Street, Toronto, Since 1900

Associated with DUNN-HORTOP Limited, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Wholesale and Retail Grocers

Some reasons for handling Jams, Jellies and Pickles in glass under Anchor Caps.

First, APPEARANCE. Anchor Caps present a clean-cut, neat and attractive appearance to your customers. Second, QUALITY. Anchor Caps are absolutely air and liquid-tight—they prevent leakers (there are no dirty packages with spoiled labels where Anchor Caps are used). They are the most perfect protection against mold and contamination that has ever been presented to the consumer. Third, FLAVOR. Products packed under Anchor Caps retain their natural flavor and color from the time of packing until they are consumed.

It is for these three reasons and others that we will bring before you again, that housewives are demanding goods packed under Anchor Caps.

Insist on glass packages being packed under Anchor Caps if you will increase your business and reduce your yearly loss on returned goods to zero.

Anchor Cap & Closure Corporation
OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

LIVE FOREVER

Says DR. WILEY

In a recent lecture, Dr. Harvey W. Wiley, the noted chemist and food expert, said:

"If you mix whole wheat products with milk you can live forever."

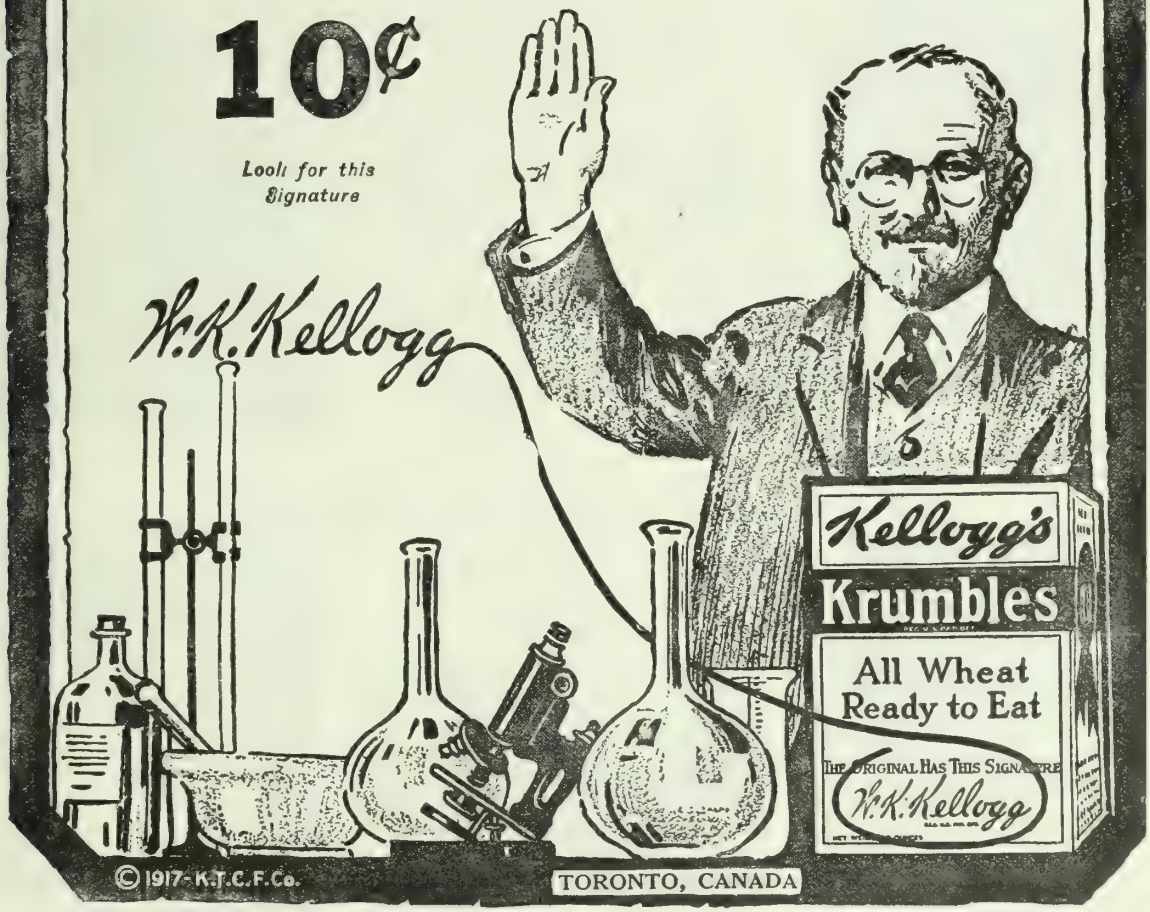
What Dr. Wiley undoubtedly means by "Live forever" is the fact that whole wheat with milk contains the proper elements for sustaining life without the addition of other foods.

Krumbles is the whole of the wheat, thoroughly toasted, and has a delicious flavor.

10¢

Look for this Signature

W. K. Kellogg



The first of a series of advertisements which will appear in the daily papers throughout the Dominion commencing immediately. KRUMBLES are made in our new factory in Toronto. Trade supplied by W. K. KELLOGG CEREAL CO., McKinnon Bldg., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Tees & Persse Limited

ESTABLISHED 1884

Manufacturers' Agents and Warehousemen

Port Arthur — Fort William
Winnipeg — Regina
Saskatoon — Moose Jaw
Calgary — Edmonton

Resident Salesmen calling on EVERY jobber EVERY day.

Solid brick and stone warehouses of approved mill construction, located on private spurs, low insurance rates.

Handling and storage facilities the very best.

Flats to Rent in our new Edmonton, Moose Jaw and Saskatoon Warehouses.

Tees & Persse Ltd.

WINNIPEG — PORT ARTHUR
FORT WILLIAM — REGINA
SASKATOON — MOOSE JAW

Tees & Persse of Alberta Limited

CALGARY — EDMONTON

Agencies and Consignments Solicited.

"From the Great Lakes to the Rockies"



WINNIPEG WAREHOUSE.



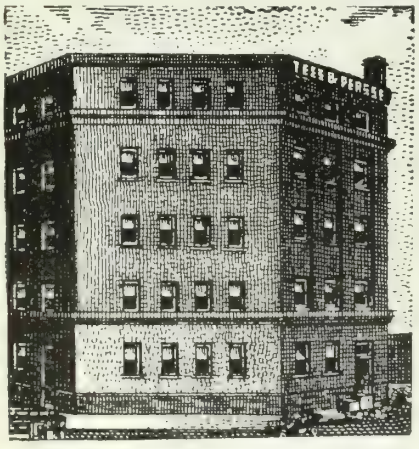
CALGARY WAREHOUSE.



SASKATOON WAREHOUSE.



EDMONTON WAREHOUSE.



REGINA WAREHOUSE.



FORT WILLIAM WAREHOUSE.



MOOSE JAW WAREHOUSE.

If any advertisement interests you, tear it out now and place with letters to be answered.

HIGH-CLASS GOODS FOR ALL TRADE

QUALITY—THEN PRICE

WE ARE MILLERS OF GOLD DUST CORN MEAL WHITE CORN FLOUR PEARL HOMINY HOMINY GRITS BULK ROLLED OATS ALL GRADES OF OATMEAL WE ALSO MAKE **PURINA** POULTRY CATTLE AND HORSE FEED



NEW PRICE LIST

The
Chisholm Milling Co.
Limited
Toronto, Ont.

Package Cereals

		Price
Ralston's Wheat Food	18-1½s	$2.70
" " "	9-1½s	1.40
Purina Whole Wheat Flour	10-5s	3.00

Freight prepaid, direct from factory in five case lots or upwards, to any regular railway or boat point in Ontario or Quebec.

Make no concessions directly or indirectly. Meet no alleged cut in prices, but notify us at once, giving all possible particulars.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE



WRITE, PHONE OR WIRE US WHEN YOU ARE IN THE MARKET FOR ANYTHING IN THE CEREAL LINE WE GUARANTEE HIGHEST QUALITY

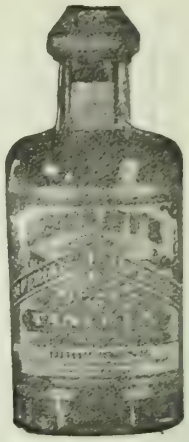
Order Through Your Jobber.

THE CHISHOLM MILLING CO., LIMITED

TORONTO

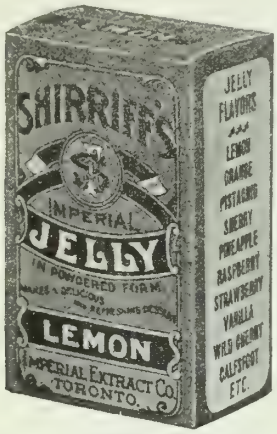
If any advertisement interests you, tear it out now and place with letters to be answered.

Shirriff's



Products are acceptable always,

particularly to the customer with a preference for goods of unquestioned purity. And Shirriff's are all that and more. Take, for example,



Shirriff's True Vanilla

—the purest essence of the Mexican Bean. Uniform quality and maximum strength. 50% above the Government Standard. The favorite of Canadian households for years and years. It is selling every day in the best grocery stores in the country, and dealers find it always worth featuring.

Shirriff's Scotch Marmalade

is a product superior in every way, so good and so delicious that particular people find in it their true ideal of all a marmalade should be.

Shirriff's Jelly Powders

—admittedly the very best powders of their class in Canada. The wide variety of pleasing desserts within the scope of this Shirriff line has popularized it to a marked degree.



Put up a Shirriff display to-day and watch how well they sell.

Imperial Extract Company, Toronto

Western Representatives: H. F. RITCHIE & CO., Limited, Toronto. Mont eal: W. S. SILCOCK. Quebec City: ALBERT DUNN. Maritime Provinces: H. F. RITCHIE & CO., Limited (W. H. L. USHER, Halifax)

Three peerless sellers for your soap displays

Three first quality soaps whose goodness appeals to every woman of sound judgment. There is no danger of customer-disappointment in any one of them, on the contrary they will justify your strongest recommendation.



Actual Size

Let your cash register tell what selling possibilities these soaps offer you. Get your jobber to ship you a trial supply. Get it working for you, and watch the repeats it will pull—satisfaction in every sale.

Richards "White Cross" Castile

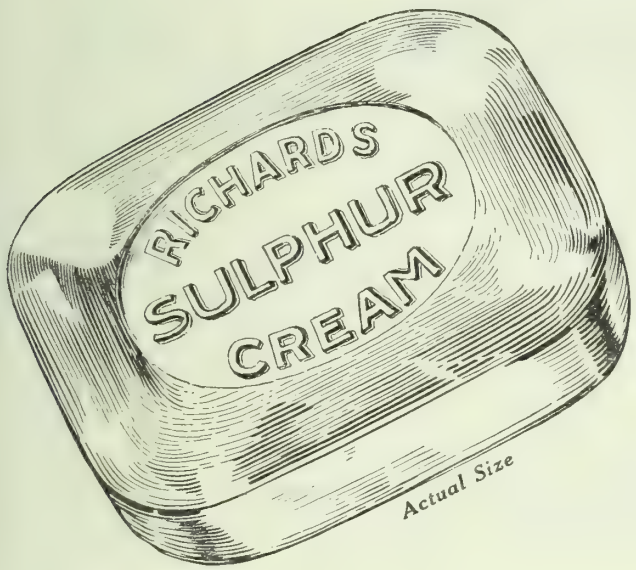
known to the trade as an excellent line of pure castile. Equal to the finest imported brands. Trade price $3.75 per case.

Richards Fine Transparent Glycerine Soaps

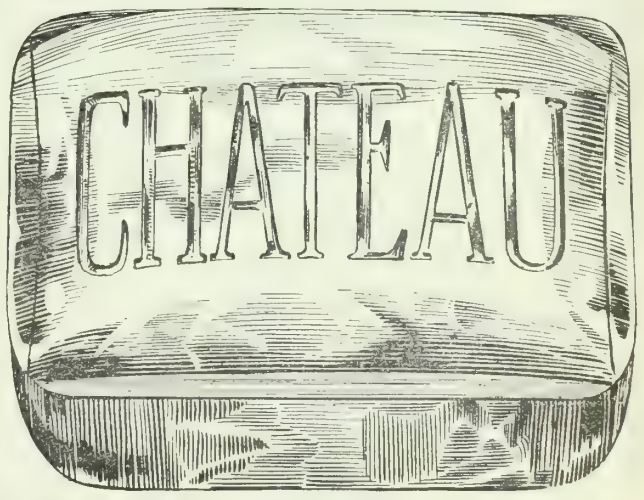
Trade price 80c per dozen. Sells well everywhere. A beautiful transparency suggests the winning quality of this popular line.

Rich rds Fine Transparent Glycerine Soaps

Trade price 45c per dozen. Always worthy of a place in your displays. First sales bring many others.



Actual Size

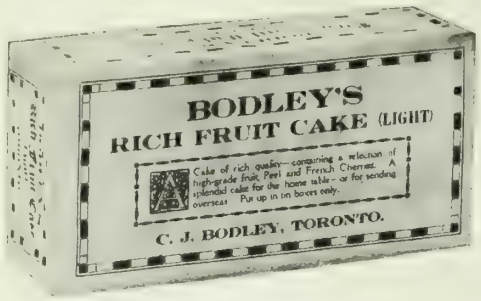


Actual Size

Richards Pure Soap Co.
LIMITED
Woodstock, Ont.

BODLEY'S CAKES

SHIPPED TO ALL POINTS



1 lb. Overseas Cake in Tin Boxes.
$3.60 per Dozen.



A High-grade Box Cake in 5 Flavors.
Price $1.44 per Dozen.

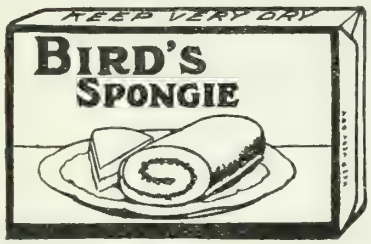
All lines of Fruit Cake in 5-lb. and 6-lb. slabs to retail at 25c, 30c, 35c and 40c

Quality absolutely right—Profits good

Thousands of Bodley's Overseas Cakes are being sold for shipment to the front. The **best** stores in Toronto carry the line. Charges prepaid. Write for price list and terms.

C. J. BODLEY 95 Ontario St. TORONTO

YOUR CUSTOMERS WANT BIRD PRODUCTS



Bird Products are known to housewives the world over, and furthermore, they are known as goods of high quality. Some of Bird's goods now offered you are new to Canada, but they are bound to find the same favor here as elsewhere.

"You can bank on Bird's."



Now sold in 5c packets as well as the regular 15c size.
Bird's Custard Powder is also sold in an attractive lithographed tin at 35c, which makes a very handsome package.

Bird's Spongie makes a very fine jelly roll (sometimes called Swiss Roll), a very beneficial article. Once your customers know Bird's Spongie they will buy it often.

STOCK UP NOW.

MADE BY

ALFRED BIRD & SON
Birmingham, Eng.

Sales Agents for Canada:
Harold F. Ritchie & Co.
10 McCaul Street
Toronto, Ont.

Are your molasses sales satisfactory?



ARE you giving your customers that satisfaction in molasses which inevitably leads to a better turnover and bigger profits?

TO do so it is essential that you stock molasses of proven superiority.

QUALITY grocers, recognizing this fact, are featuring Leacock's Extra Fancy, pure, high-grade molasses.

PROFIT by this popularity. Stock Leacock's Molasses, recommend it to the housewife who wants something unusually good.

Leacock and Company

Exporters of High-Grade Molasses

BARBADOS, B.W.I.

CHAMBERLAIN'S TABLETS

A Profitable Line

A line that is persistently and consistently advertised.

A line that gives satisfaction to both buyer and seller, and brings customers to your store.

A line that does not depreciate, does not tie up a lot of money, that can be obtained from jobbers everywhere.

A line that every grocer should handle.

Sell the year round in ever-increasing quantities, owing to the generous newspaper space used and the uniform and satisfactory quality of the goods.

Read elsewhere in this issue what other grocers have done with Standard Remedies and make a beginning on this line yourself by stocking Chamberlain's Tablets.

You can have any quantity from a dozen up, at $2.00 per dozen, delivered at your store.

Attractive store advertising for the asking.

CHAMBERLAIN'S REMEDIES

CHAMBERLAIN MEDICINE CO., LTD.

TORONTO, ONT.

S. DAVIS & SONS, LTD.

MAKERS OF GOOD CIGARS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis	Boite Nature Naturals:	Retails at 2 for 25c.
"	Noblemen Superiores	2 for 25c.
"	La Plaza	2 for 25c.
"	Panetelas	10 cents.
"	Promoter (3 sizes)	3 for 25c.
"	Perfection (2 sizes)	3 for 25c.
"	Grand Master (2 sizes)	4 for 25c.
"	Lord Tennyson	5 cents

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

Makers of good cigars for over 70 years.

If any advertisement interests you, tear it out now and place with letters to be answered.

1917 PACK
CANNED GOODS
PRIMUS BRAND
FRUITS AND VEGETABLES

Do you remember the treatment we gave our customers last year? You had better book your order with us this year, if you want to get

FULL DELIVERY

CALIFORNIA CANNED FRUITS

Just received into store:
900 Cases, GRIFFIN & SKELLY
Peaches, Pears, Apricots, Sliced Pineapples,
Green Tips Asparagus.
Prices still reasonable.

PRIMUS TEAS

Have you tried our Black and Green teas in packages. The quality is unsurpassed and prices *still* low. Don't wait.

DRIED FRUITS AND RAISINS

Market is very much excited in California. We have a good assortment:
PRUNES, all sizes.
THOMPSON SEEDLESS, SULPHUR BLEACHED,
LOOSE MUSCATELS.
FIGS, EVAPORATED PEACHES, PEARS AND APRICOTS

RICE

We have a full assortment. We have a nice line
100-lb. bags, at 4½c lb. First call - - - First served.
WE HAVE THE BEST ASSORTED STOCK:
GROCERIES, TEAS, WINES and LIQUORS.
SATISFACTION GUARANTEED.

L. CHAPUT, FILS & CIE, LIMITÉE

2, 4, 6, 8, 12 and 15 DeBresoles Street, MONTREAL

Established in 1842

No Advance Yet in the Price of

G. Washington's REFINED Coffee

Here is something that will interest you!

Three family size cans of G. Washington's Refined Coffee *gives you a profit of 75c*, and makes 240 to 300 cups of delicious coffee. If your *profit on tea is 20c per pound*, you must sell 3½ pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee for home and for overseas use.

CANADIAN SALES AGENTS:

Mr. Edmund Littler, 169 William St., Montreal
Mr. W. G. Kyle, 261 Stanley St., Winnipeg
Mr. E. J. Roberts, 215 Tenth Ave. W., Calgary
Mr. T. J. Johnson, 842 Cambie Street, Vancouver
Mr. W. G. Varty, 29 Melinda Street, Toronto



EVERY HOME NEEDS

KEATING'S

To have Keating's is to sell Keating's. It is the universal insecticide: fatal to every form of insect life, but harmless to human or animal life:

Flies Ants Bugs
Fleas Wasps Roaches
Mosquitoes Beetles Moths

No insect can live once it comes into proper contact with Keating's, and as even the most tidy home cannot escape the unwelcome visit of some member of the bug family, so the careful housewife will keep a tin of Keating's constantly on hand for immediate use.

Made by THOMAS KEATING, London, England
Established 1788

Sole Agents for Canada

Harold Ritchie & Company, Limited
McCaul Street, TORONTO

BUY

WETHEY'S ORANGE MARMALADE

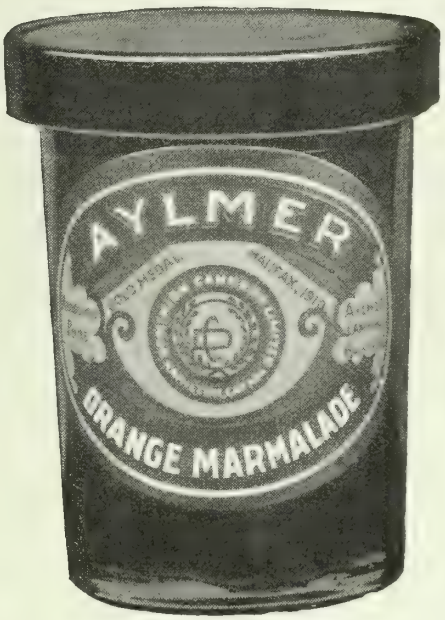
BOTH QUALITY AND PRICES ARE RIGHT

If any advertisement interests you, tear it out now and place with letters to be answered.

They continue to please

Aylmer Brand

Pure Jams and Marmalade



DOMINION CANNERS
LIMITED

HAMILTON CANADA

The New Breakfast Food



Dutch Tea Rusks

They are **appetizing, wholesome,** and **nutritious,** containing **eggs** and **milk.** Quickly prepared, and easily assimilated.

Packages are **attractively labelled,** and lend themselves to **displays,** both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada

Bacon

"Star" Brand English Breakfast Bacon as sent out by us is the result of over sixty years of experience in the Curing of Good Bacon. It has no superior for delicious quality. Just try it yourself and you will be able to tell your customers so.
Made under Government Inspection.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON



Push
"KEYSTONE"
Hose and Stable Brushes

Is the line you are handling helping or hindering your business as a whole?

A poor line will give dissatisfaction you may never hear of—you only know the line is a "sticker."

But with the Keystone line how different? Your customers are enthusiastic come back for more, recommend you to their friends, and you feel like pushing the line. What's your choice?

Write for prices, etc., to

STEVENS-HEPNER CO., Limited
Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

FINEST CRYSTAL GELATINES
Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Lively Selling

Is a characteristic of the two Robinson's Cereals

"Patent" Groats
and
"Patent" Barley



The amount **you** sell is largely determined by the display you give them.

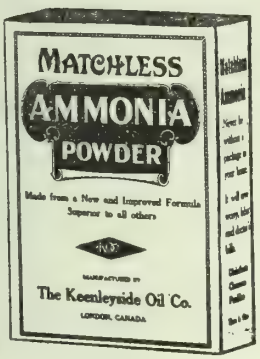
A reminder in window or interior will start brisk, profitable sales of these popular cereals.

And every sale means a "repeat," a satisfied customer and bigger, better profits.

Keep your stock displayed.

Magor Son & Co. Limited

191 St. Paul St. W. Montreal 30 Church St. Toronto



Matchless in selling and customer satisfaction

A trial supply of Matchless Ammonia Powder brings results more than sufficient to convince the dealer of its true selling value.

And because Matchless Ammonia is non-injurious to the most sensitive skin you can unhesitatingly recommend it. Tell your customers about this important point and the all-round satisfaction that Matchless Ammonia gives.

Best Corn Starch, Karo Corn Syrup, and Best and Liberty Gloss Starch are excellent sellers. Supplied in bulk or package and freight paid on 5-case lots.

Car of Corn Syrup just received. We can ship orders promptly. Order now — possibility of shortage.

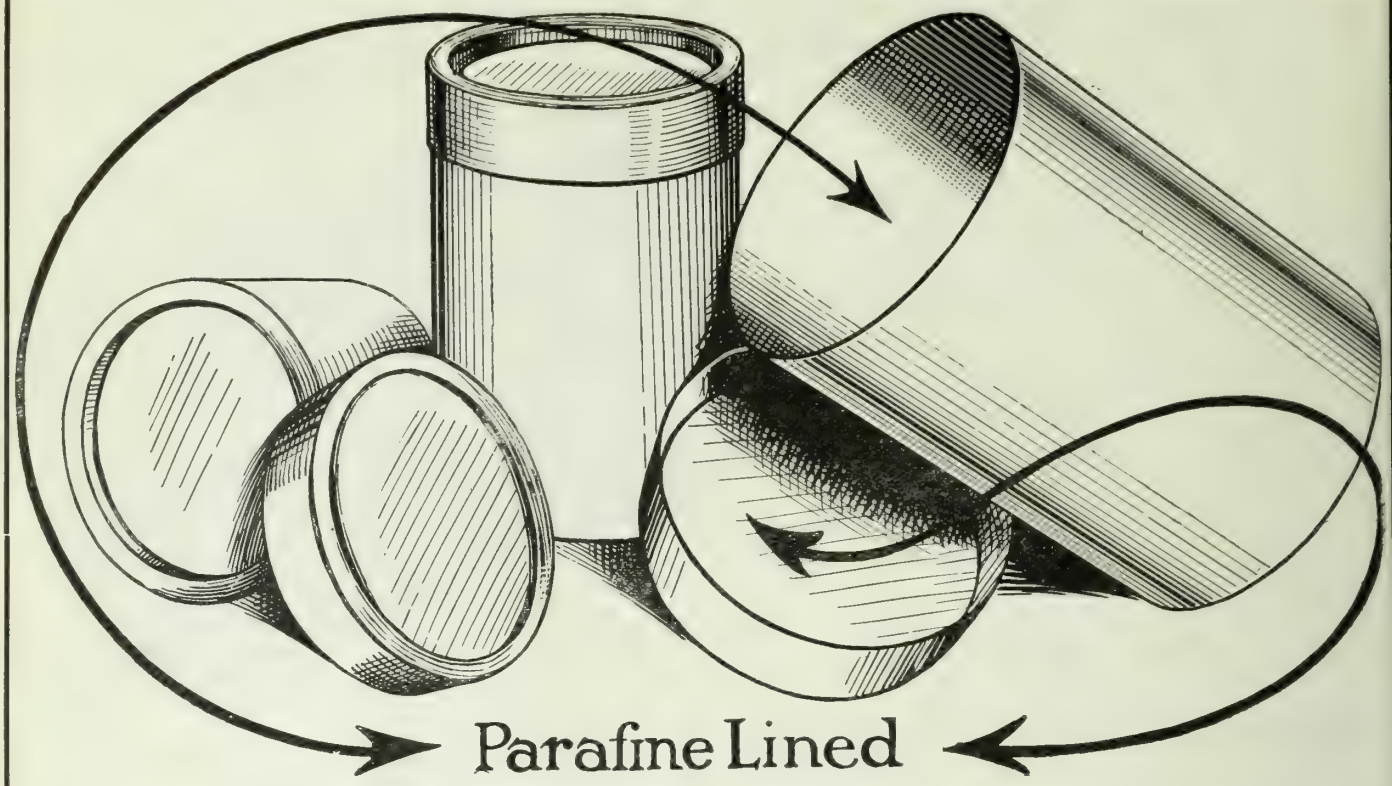


"For Father!"

The Keenleyside Oil Co., London, Ontario

Western Distributors: THE H. L. PERRY CO., Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.



Parafine Lined

EFFICIENT ECONOMY

The eliminating of waste is not only good business, but a necessity. In the light of increased costs and the narrowing of your margins, the importance of stopping your leaks is a compelling force that must be reckoned with.

The majority of paper pails hold over-measure. Almost invariably a pint paper pail is filled when the order is for a pint. If the housewife receives a pint pail not full, she does not take the trouble to measure it but concludes that she is short measured; whether she regards the incident as wilful or the result of carelessness matters but little so far as the dealer is concerned. Your loss in waste from this source far exceeds your paper pail expense.

The Empire Container holds measure and no more. It is parafined inside and out, will not spill its contents on the clothes of the customer carrying it nor on other merchandise accompanying it when delivery is made.

The output of this factory has been increased by five times and in the near future the present output will be doubled, so we are now in a position to give you service and supply the best package we have ever made.

The Empire Container will deliver any liquid. You can wrap it up like a can of salmon.

Each size is packed in cartons of 100. Prices F.O.B. Factory, Sombra, Ont., are as follows:

Half-pints	$17.00 Per M.
Pints	19.00 Per M.
Quarts	24.00 Per M.

CONNECTICUT OYSTER COMPANY, LIMITED

"Exclusive Selling Agents"

50 JARVIS STREET TORONTO, CANADA



Picking Tea in Assam

The Famous Teas of Assam

are grown on the hillside gardens of Nature's most favored tea-growing region, as Assam in Northern India is declared by scientists to have been the original home of the tea plant.

It just naturally follows that Assam teas excell in flavor, fragrance and rich strength. It is their nature to do so.

And it is these famous teas, skilfully blended with choice Ceylons, that give Red Rose Tea its splendid quality—that make it the BIG seller it is to-day.

The real outstanding QUALITY of Red Rose Tea is a sure foundation on which to build a successful tea trade.



T. H. Estabrooks Co.
LIMITED

St. John Montreal Toronto
Winnipeg Calgary

If any advertisement interests you, tear it out now and place with letters to be answered.



FREE WITH DEALS
No. 63-64.

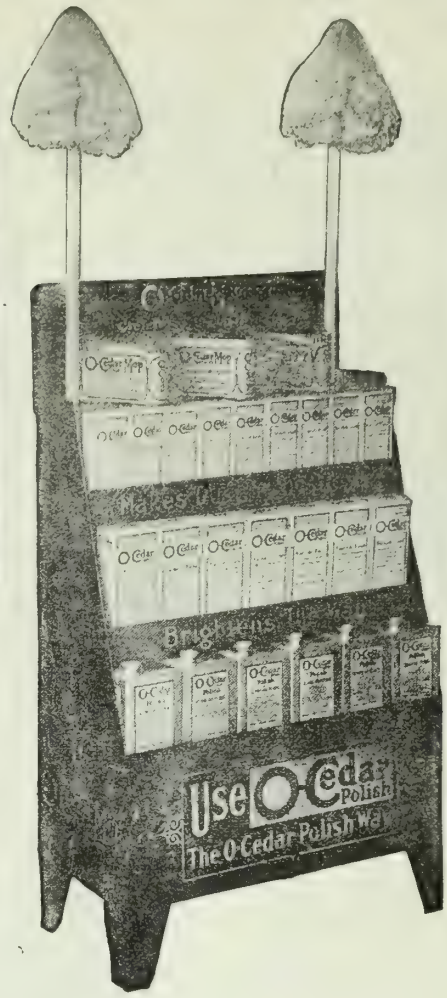
Display Deal No. 63.

3½ doz. 4-oz. O-Cedar Polish.	$10.50
7 " 12 " " "	42.00
½ doz. qts. " "	7.50
1 only O-Cedar Electric Sign	free
	$60.00

Display Deal No. 64.

10¾ doz. 4-oz. O-Cedar Polish.	$32.25
4 " 12 " " "	24.00
¼ doz. qts. " "	3.75
1 only O-Cedar Electric Sign	free
	$60.00

Subject to usual discount.





FREE WITH DEALS
No. 61-62.

Display Deal No. 61.

7½ doz. 4-oz. O-Cedar Polish.	$22.50
3 " 12 " " "	18.00
1 only Counter Display Stand	free
	$40.50

Display Deal No. 62.

2½ doz. 4-oz. O-Cedar Polish.	$ 7.50
5½ " 12 " " "	33.00
1 only Counter Display Stand	free
	$40.50

Subject to usual discount.

Let the Power of Suggestion Work for You

The merchant cannot display all the goods he would like. Profitable merchandise is often forced to a secondary place.

Even so profitable a line as O-Cedar Polish and O-Cedar Mop will sometimes be placed in the rear of the store—for lack of a convenient way of displaying it in the front. Now, one of the many ways *we* help our O-Cedar dealers to sell our goods and get *all* the sales, and all the profits possible, is by supplying "display helps," which act as buying reminders for their customers.

O-Cedar Polish and the O-Cedar Polish Mop are represented by some of the very finest display helps. Among them are the O-Cedar Electric Light Sign and the O-Cedar Counter Display and Floor Display Stand. These help wonderfully to increase the dealer's sales of O-Cedar products.

The O-Cedar Electric Light Sign not only suggests O-Cedar Polish, but also draws attention to whatever may be displayed along with the Sign, thus making a merchant's window even more valuable an asset than formerly.

After you have taken advantage of one of these "Helps" which suggest O-Cedar to the customers, then take advantage of our Profit Deals which contain Free Goods equivalent to an extra discount.

Advertising matter in the form of Window Trims, Signs, Circulars and Newspaper Advertisements supplied free upon request.

Keep Your Shelves Well Stocked.

Order from your jobber. Our advert ising will sell it for you if you will display it and thereby let your customers know you have it

CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, APRIL 27, 1917 No. 17



The Kent & Brown, of Moose Jaw, window display, winner of first prize in Class A.

The Bulk Argument in Fruit Sales

Featuring Quantity as a Selling Argument—The Influence of Crowds in Aiding Sales — The Drawing and Selling Force of Bulk, Illustrated by One Merchant's Experience.

THERE are some lines of goods that just naturally fall into the category of spring and summer goods. You may sell them all winter long, but you know all the time that the warm months are the months for them, and the days when their sale is assured.

The most outstanding example of this kind of goods is fresh fruit. From the time when the grocery door is allowed to remain open for the first time this line seems to take on new life and generally forges to the front. For, well handled, there is no line in all the grocer's list of commodities that will sell so readily and show so handsome a profit as will fruit. You don't have to cultivate a market in this particular line, and the demand is always at hand. All that the merchant has to do is to see that the goods are attractively displayed to attract customers.

By attractively displayed, let it not be understood that the attractive display is merely a little matter of pyramids of oranges. The olive-skinned gentlemen from Italy and Greece have pretty well demonstrated all the possibilities that lie in this form of decoration, and it behooves the merchant to discover some other method of making his fruit display attractive. In the early spring, of course, there is not a great deal in the way of novelties to offer, but the days are not far distant when the luscious Klondyke and Missionary strawberries will be coming in from the Carolinas and Delaware, and from that time on the grocery store can be made a veritable fruit garden; and the more it is made so the more will sales be encouraged. And strangely enough this display of fresh fruits, of fresh vegetables, does not encourage the sale of these lines alone, but is felt throughout every department of the store. The attractive displays stimulate people's appetites, and along with their purchase of fruit will probably go several other articles that might otherwise have lain on the shelves.

The Argument of Quantity

One of the most successful methods of

The first prize window in Class A of our Fruit Window Contest. The window is that of Kent and Brown Company, Moose Jaw, Saskatchewan, and was dressed by Harold Crone. The award was made on the basis of the general attractiveness and selling power of the window. The first row consists of Bananas and Tangarines, The second row has grape fruit at the ends and Lemons in the centre. The third row is of oranges and the fourth of oranges and apples. On the floor of the window are oranges arranged in fancy baskets.

The circles are obtained by the use of the top of cheese boxes, and make a very attractive design with a comparatively limited display of fruit, which is a point of importance, considering the perishable nature of the display.

Note the display cards that call attention to the fruit, especially the one that announces Bananas 10 cents a pound. Mr. Crone states that the window proved a remarkable selling force.

selling fruit, as the experience of many grocers has taught them, is to display it in quantity. This is a good advertising practice in any line of goods, but particularly so in fruit. There is a drawing power in fruit that can hardly be overlooked.

As an instance of the effect of this method of selling fruit might be noted the experience of F. McDougall, of Ingersoll. Mr. McDougall goes after the fruit business all the year round and all the time. He has tried about every method that there is for selling fruit, but the best argument he has yet discovered is the argument of quantity. For instance, on one occasion he had ten boxes of oranges just dumped into his window in one large pile. The response to this appeal of quantity was instantaneous, and before the night came there was hardly an orange left. The only argument used in that particular advertising campaign, if such it could be called, was that of quantity.



Interior view of F. McDougall Store, Ingersoll, Ont.

Basket Fruit Particularly Suitable to Bulk Display

With the coming of the summer months and the season of basket fruit, the opportunities for this manner of display still further increased. For one thing, basket fruit—a home product—is not generally expensive; even a very formidable display need not of necessity mount up into any particular sum of money. Moreover, that is another selling argument for this kind of goods. The purchase does not involve any great outlay for the merchant, nor does the individual purchase amount to much for the careful housewife. That makes about as happy a combination for the getting of results as the heart of the most ambitious merchant could well desire.

But to return to the idea of bulk display. Mr. McDougall is rather a plunger in this line. At least so anyone might imagine who heard of him purchasing straight cars of peaches in a town the size of Ingersoll. It is more than many merchants in larger places would dare to do. But Mr. McDougall realized the advantage of the fact that the very bigness of the purchase was a drawing card in itself. There is always the feeling that quantity must mean lower prices, and right or wrong this feeling had its effect. Moreover, quantities always attract the interest of the majority of people. There are some stolid ones that wouldn't stop to watch the building of a skyscraper, but they do not bulk very heavily in the world's population.

Curiosity as a Trade Bringer

Now, if you can arouse people's curiosity and get them coming around, the battle, according to Mr. McDougall, is half won; the only other strategical point to be remembered is that it is well to keep them around. There is nothing to draw crowds like a crowd, and there is no selling argument quite equal to example. Have you ever noticed in an ice cream parlor that if one of a party is daring enough to express a preference, it is an even bet that at least half of the others will get over the difficulty by saying "Give me the same." That applies equally well to selling. If a person drops into a store happens to see several persons purchasing a pot of honey, it is a pretty even gamble that this person's wife will be surprised to see her better half strolling in at night with a pot of honey under his arm. In this much at least we all of us resemble the innocent and foolish sheep.

Well, if there is this trait in human nature, where is the harm in making the most of it?

That is the way that Mr. McDougall feels about it anyway, and that has been the reason he believes for the fact that fruit sales have been one of the most effective lines that he has.

Crowds Draw Crowds

Of course, he does not depend entirely on this idea. He goes after the trade to the best of his ability, and a very fair proportion of the fruit received is actually sold from the car door. Take one special instance. He had one day 1,000 baskets of grapes. Instead of hiding them away, he made with them an immense pile on the sidewalk in front of his store. Everyone had to pass beside this pile, and hardly a person passed without inquiring the price. Many of them came out of mere curiosity, and these were encouraged to stay. Having plenty of people around is an effective way of stimulating sales. Mr. McDougall believed in doing everything possible to make people come, and, having come, to induce them to stay. People coming up town seeing the crowd in front of the door, would steer straight for that locality, probably passing on their way other places with grapes to sell—grapes just as good and just as cheaply priced, but lacking only the appeal of quantity. But, lacking this appeal, they lack much of the selling force that might be theirs.

In that one day's selling the whole of those 1,000 baskets of grapes were disposed of merely because they caught the fickle public fancy.

Of course, there are other very effective methods of selling fruit. Some merchants have used the rural mails to drum up trade. Some have made a diligent canvass on the telephone of their customers. Some have arranged artistic displays, and all these methods have proved effective to a degree. But there has been no argument yet discovered for

(Continued on page 77.)

Something Different that Makes Sales

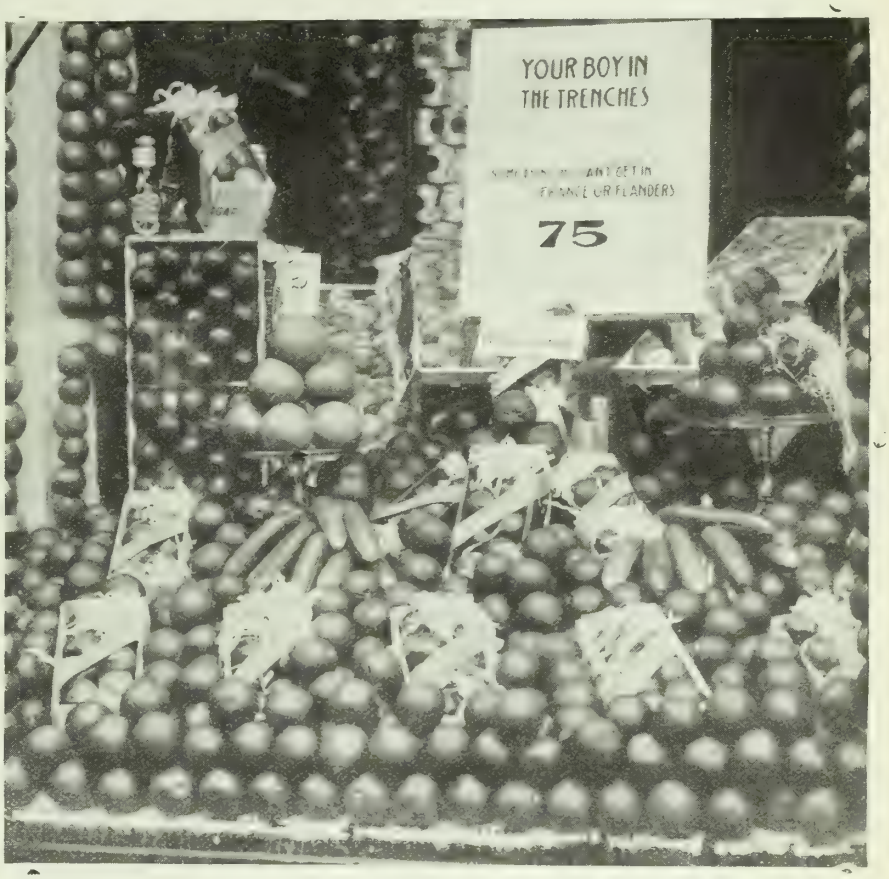
Few Families but Have Some Friends in France — There is the Constant Impulse to Send Some Little Reminder—Is the Grocer Aiding His Customers, and Incidentally Encouraging Business by Catering to This Need?

SECOND PRIZE FRUIT WINDOW IN CLASS A.

The winners of the second prize in Class A of the Fruit Window Contest.

It is the window of J. MacTaggart and Sons, Vancouver, and was submitted by E. R. MacTaggart. The award was made because of the novelty of the idea of the display and its consequent selling value. The accompanying article deals with this more fully.

The first row of the window consisted of 7 pound boxes of apples for sending overseas. The second and third of Grapefruit, and jumbo navel oranges on glass stands. Large oranges as a ground work, and red apples on long strings framing the window completed the display.



Window of J. McTaggart & Sons, Vancouver, Winner of Second Prize, Class A.

AMONG the entries in the Canadian Grocer Fruit Window contest was a window display from the J. McTaggart Co., Vancouver, B.C. It was noted that in this picture this firm was featuring special boxes of apples for shipment to the boys in the trenches in France. Here was a new idea, the something a little different that is the great encourager of trade. It seemed a simple idea, one that might readily be used by many stores, both for their own good and to suggest some added pleasure for the boys in France. There are so many people anxious to send some little thing, who do not know what to send, or how to send it. Here is a firm that has originated a package of their own. It is merely a matter of catching the attention of the people with friends in France. And that means practically every person. Here is a great almost untouched field for many grocers.

In reply to the Canadian Grocers enquiries as to the details of the scheme E. R. McTaggart answered as follows:

There never was a time when business of almost every kind required stimulation and enterprise so much as it does to-day. The war has eliminated quite an appreciable section of our buying public and the tendency with these at home is toward economy and thrift; with the result that the grocer, although his sales may be as large or larger in the aggregate, due to increased prices, finds a good many of his fancy lines not moving rapidly.

With this in mind the merchant must ever be on the elert for something new in goods and novelty in display.

The point that has been uppermost in our mind in preparing these small boxes of apples for the front is briefly to send something to the boys that would be "different" and incidentally something that has been grown, packed and shipped right from their own province.

When Mrs. Jones came down town she thought that list of hers, tucked away in her shopping bag, was complete, but she saw something here—just the thing for her boy in Flanders and a complete novelty.

She at once made a purchase of goods that she had no idea she wanted and the result was a possible new customer and a satisfied one.

Letters are arriving continually from the boys telling of the arrival of their box of apples and of their excellent condition and quality.

Great care is taken in selecting fruit that will carry successfully—while packing and parcelling must be just right.

We get a special box made here at our local factory at small cost and no pains are spared in seeing that the fruit is packed scientifically and properly. Ventilation is important and the fruit must not move about in transit otherwise it bruises and eventually spoils. Plenty of paper shavings in the corners and each apple carefully wrapped.

Inside and on the top of each box we place our same name and business address and this gives the recipient an idea as to where the package came from —and he may be a customer when he returns. The box is then securely nailed and wrapped over all with heavy brown paper. After roping three ways around and labelling it is ready for mailing.

If the customer wishes us to mail the box for her we do so willingly — for courtesy costs nothing and is a great business getter.

The sale of this article has been remarkable but the other business that it has brought our way is the best feature of the whole idea.

Winners in The Fruit Window Contest:

CLASS A

1. Kent, Brown & Co., Moose Jaw, Sask.
2. Jos. McTaggart. Vancouver, B.C.
3. T. W. Collins, Ottawa.

CLASS B.

W. V. Webster, Trenton, Ont.
J. O. Wisdom & Co., Allandale, Ont.



On left is the store of W. Hanna & Son, Port Carling, Ont.—a popular summer resort.

Two Branch Stores Success-

W. Hanna & Son, Port Carling, Ont., Run Two Supply Different Points—Boats Fitted up as General Customers Await Arrival of Boats and —Groceries, Hardware and

RUNNING retail stores in boats seems a rather unusual way of doing business, that is, when applied to groceries, hardware and dry goods. And still there are communities in Canada which can only be served efficiently in this manner. For upwards of 25 years W. Hanna & Sons, Port Carling, Ont., have been catering to the needs of settlers, tourists and summer cottagers in the Muskoka Lakes district, by means of supply boats fitted up as small general stores.

On the right of the upper illustration accompanying the article, two boats are shown. These boat-stores, conducted by W. Hanna & Son, sail on Lakes Rosseau, Joseph and Muskoka. They carry stocks of groceries, hardware and dry goods. The groceries are displayed on shelves, after the same manner as in an ordinary grocery store. Dry goods and hardware are likewise displayed. There is also a butcher on each boat, but the butcher shop is not exactly a branch of the Hanna business. The butcher rents space on the boats, and has a commission arrangement with the firm regarding sales. Fresh meat is carried on each boat.

During the summer months Hanna & Son conduct a bakery and fresh confectionery is also carried on the boats.

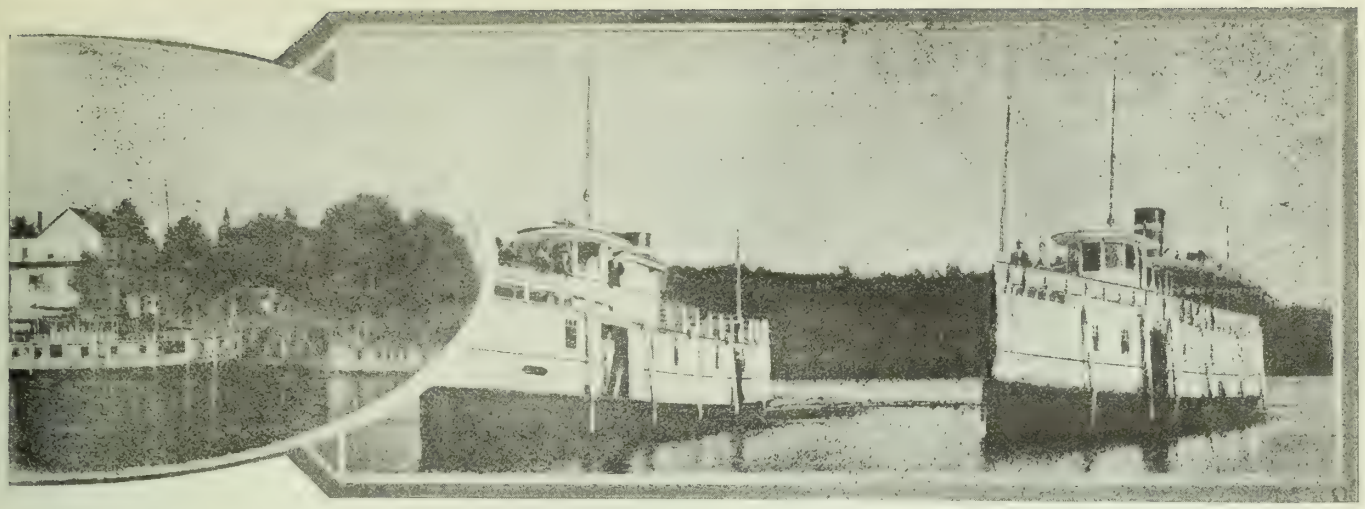
How Trade is Secured

In order to keep two boats such as these on a paying basis, a considerable amount of trade is necessary. In the first place there are a fairly large number of settlers or permanent residents in the districts served from the grocery store. The population of the district, however, is greatly augmented during the summer months by the arrival of hundreds of tourists, some of whom live at hotels scattered through the lake's district, and many others who take up residence during the summer in their summer residences, large numbers of which are located on the many beautiful islands in the lakes district.

With the influx during the early summer of hundreds of people, there is a big increase in the demands for goods such as would be found in the average general store. As might be expected there is a big increase in the demand for foodstuffs. Those owning summer homes purchase paint, gardening tools, lawn and flower gardening tools, and dozens of articles used in brightening up the summer home and in improving the grounds surrounding it. A great many of these people own canoes, rowboats or motor boats, and visit the Hanna store at Port Carling for supplies, The Hanna store during the summer is always a busy one. At the store, which by the way may be seen at the left of the large upper illustration shown with this article, everything is carried from picture post cards to hardware. An attempt is made to carry a complete stock of all the settler, camper or summer cottager is likely to need. Fishing tackle is a good selling line. There is a good demand for ammunition. Sporting goods such as tennis goods, etc., are also in good demand during the summer months. A great many people of wealth who own splendid summer houses on the islands take great pride in having modern conveniences and in improving their summer homes and surroundings. The result is a good demand for many lines of hardware.



Locks at Port Carling, near the Hanna store.



Views at Port Carling. On the right are two supply boats run by W. Hanna & Son, Port Carling, Ont.

fully Conducted on Boats

Boats During the Summer—Two Trips Weekly to Forty Stores—Each Boat Carries Three Clerks — Make Purchases Same as in Land Store Dry Goods Carried.

How the Boats Run

The floating stores or supply boats have a good many ports of call. There are three routes, with 40 places to be called upon. Two trips are made per week to each place. On each boat there is a captain, engineer and 3 clerks. The length of the visit to each part depends largely upon the requirements of the customers. In some cases a half hour is sufficient, while in others it takes an hour or more to wait on the customers and supp'y their needs. The customers know the day and hour at which the supply boat will call. A boat that calls say at 1 o'clock on Wednesday will call again at the same time on Saturday of the same week. By having all customers well-informed as to the time of arrivals of the boats very little time is lost unnecessarily. Owing to the regularity of the boat's visits customers are generally awaiting its arrival. They then go aboard and are waited upon by the clerks in the same manner that they would be served if visiting at the firm's store. Orders for groceries, dry goods, hardware, meat, or confectionery, are taken in the usual way and customers carry their purchase away with them.

Mostly Cash Trade

Most of the customers pay cash for their orders, and this system of doing business is encouraged by the firm. There are, of course, a number of credit accounts, but these are allowed only to customers of approved credit standing.

Quite frequently special orders are taken on the boats for goods not ordinairly carried in stock. The order is turned in to the store at Port Carling. From their the order is sent on to the wholesaler or manufacturer. Delivery is then made by boat on the first trip following the arrival of the goods at the store.

Hanna & Son have always endeavored to give their customers the best possible service and this is no doubt responsible to some extent at least, for the splendid connection they have formed, and for the good measure of success which it is theirs to enjoy. They try as far as is practicable, to give a city store service to the summer cottager, or the settler who is located far from the large cities or towns. They try to give high grade service not only in the quality of the goods sold, but also in expediency of delivery.

The town of Port Carling has a population of about 390. It is about 20 miles from Gravenhurst and the same distance from Bracebridge.



Wharf at Port Carling, Ont.

THE BULK ARGUMENT IN FRUIT SALES

(Continued from page 74.)

the selling of fruit equal to the argument of quantity. It is the easiest and most effective method yet devised of encouraging fruit sales.

When planning your summer campaign in fruit it is well to keep this idea in mind. If where you are located there are civic by-laws that prevent the use of the convenient space in front of the store, it is always possible to find some place inside where the goods may be attractively displayed in bulk. There is only one word of caution to be added. In displaying basket fruit in bulk, keep an orderly display. To let customers drag baskets from here and there and everywhere is not only ruinous to the attractive appearance of the bulk display, but it is fatal to the proper care of the fruit itself.

Summer Residence Grocery Trade

Merchants in Montreal Have Their Problems to Meet in Connection with the Annual Exodus of Well-to-do Customers to Country Resorts—The Way of the Innocent Wagon-Pirate—Practical Plans For Improving the Disadvantages of the Situation.

Article based on interviews with managers of large grocery stores, in cluding Fraser Viger & Co., Dionne & Sons, and E. J. Quinn, Montreal.

SUMMER'S advent brings many problems for the grocer in Canada's great cities, and one of the problems which summer brings to Montreal grocers is the business of serving their customers who migrate from the cultry street scenes and take up their residence in the country resorts within easy range of the city, and farther distant.

Many considerable household regimes are transferred holus-bolus to the country residences, and the city homes closed for the season. The grocer's delivery wagon or auto no longer whirls up to the trades-entrance. The grocer's books show blanks where the steady daily and weekly orders appeared. The question is how to maintain this business at something like normal without losses due the extra expense of delivering to distant places.

Is It Worth While ?

That the trouble and expense of this business of delivering goods to summer residences is very considerable is certain. The fact is proved by the serious consideration being given by leading grocers to the question of deliberately letting summer residence business go for the season. Managers of several establishments in Montreal have when independently interviewed by CANADIAN GROCER quite frankly admitted that this summer residence delivery of groceries is carried on with difficulty and sometimes without profit.

"I shouldn't mind seeing it dropped altogether," said some. "I am seriously considering dropping it," said another.

Bridge Tolls Precipitate Idea

Some of the summer residences to which delivery of goods is expected as a matter of course by customers taking up abode there, are across the river accessible by the Victoria Bridge, and as tolls for wheeled vehicles, especially motor propelled vehicles, have been increased this spring, the result has been to precipitate criticism of the worth of the summer residence delivery business. Whether any firm or several firms will abandon it altogether and replace it by concentration on city business remains to be seen. In spite of the objection to this business the probabilities are that the old system may be adhered to for another season.

"I don't think we should lose customers by not cultivating their summer residence business," said one experienced grocer in a well known residential district of Montreal. "My own experience has been that they will always come back when they return to the city."

The same feeling pervaded the minds of other grocery store managers, but in every case considerable effort is always made to meet the situation by various methods of delivery.

Not All Automobile

By no means entirely automobile delivery is attempted. The old "windjammer" is coming back (they say) into her own on the seas, and the old horse-drawn vehicle is still holding its own in the matter of grocery delivery even for considerable distances into the country. Possibly an entirely automobile delivery system might make the problems of this business easier, but for across bridge traffic this year horse-drawn wagons are actually being used by great department stores which formerly sent autos, because the tolls are lighter for horse-drawn vehicles.

Deliveries to country residences are made once, twice, or three times a week by the wagons of the various firms, and there is, of course, a certain amount of overlapping, and uneconomical delivery where customers of various firms cluster in particular districts or are scattered here and there.

A Sort of "Piracy"

There is also in connection with this delivery business a sort of piracy which works rather a hardship on the grocers. That is the system of sending out by way of the grocery delivery wagon goods from the florist, or the shoemaker, or the stationer. Customers in their country residences will write or telephone their city residential district haunts of buying for all kinds of little things, and say, "Just send them over to the grocer's. He has a delivery coming out for us this week, and he'll put my order from you in the parcel."

Through this mild form of piracy the grocer's delivery wagon does a lot of free service for business concerns which don't dream of attempting a delivery system to the country. This also has helped make grocers consider abandoning the delivery system altogether as far as country residences are concerned.



Getting Over the Difficulties

Some firms, however, are striving to cope with the difficulties, and where a large business is being done with the various country clubs, there may be profit in the system of delivery to country residences also. Fraser, Viger & Co. find this so.

But even with the advantage of having large club orders to take care of certain points of extra attention are found necessary to avoid losses in deliveries to country residences.

Small and frequent orders are the bane of the out-of-town delivery business. Large comprehensive orders which can be handled at one delivery are the ideal orders to make the business profitable.

Persuading the Customer

In order to secure the results required in this direction, it is necessary to use a little tactful persuasion upon the customer, and Fraser, Viger & Co. do this very nicely by a simple suggestion plan. The plan has the merit of the personal touch about it which makes for pleasant relationship between firm and customer. This is how it is done.

A list is kept of the customers of the firm who go out to their country residences each season in June, July and August, or for a period embracing these months, and perhaps a week or so earlier or later also.

On the books of the firm there appear clearly the orders given by these customers in past periods of country residence. The amounts of the goods ordered during the whole term of residence in the country are easily discoverable by reference to all the orders received from any one customer. Now comes in the wisdom of the plan.

A personal letter—typewritten, not a circular affair—is sent out to each customer at around the date which the books reveal, and which the firm's experience shows to be the time for contemplation of the start for the country home in each particular case. This letter refers pleasantly to the approaching sojourn in the country, and tactfully brings up the idea of securing provisions and groceries during the period of absence from the city.

The Practical Idea

Then with a practical "punch" to it that must appeal to every business man, there comes along the pith of the whole plan. With the letter is enclosed a note showing exactly how much, and what

sort of goods formed the total grocery supplies during the previous summer season for this particular family. The goods ordered and the dates of ordering are shown so that at a glance the housekeeper or the man who pays the bills can see how often certain things—prunes, say, or olives—were ordered, and can realize instantly about how much will be needed for the coming season, and the advantage of ordering the whole consignment at one swoop. This plan is a very powerful way of persuading business the way of the firm anxious to encourage it, and possesses self-evident merits.

Prices Not Quoted

An important point is the fact that prices are not quoted in connection with the preliminary letter suggesting the country residence bulk order. Prices have jumped so seriously since this time last year in many lines that it is held to be inadvisable to quote for the total quantities required, as then the startling advances in cost of some articles might cause timidity and reduction of the really necessary supplies, thus defeating entirely the purpose of the approach which is to secure the advantage of getting the country residence orders in as large a way as possible for each delivery. The aim is to avoid "snippets" or orders which don't pay to deliver, and which eventually mount up to more cost for the customer than if the bolder plan of stocking up early in the season and replenishing as boldly half-way through the season were employed.

A Little in Advertising

Circular letters or handbill advertising are not recommended by experienced business authorities in the cultivation of country residence business. The class of people who can afford to spend the summer season in the country are not likely to respond to the circular form of advertising. But a little advantage can be secured by adroit use of the newspaper columns. For instance, when the fishing season commences advertisements topically worded, and reminding anglers of the need for supplies are resultful, and the newspaper may be used in other ways in this connection, for it is believed to be a good medium of approach on the subject of summer residence business. In regard to deliveries, also, it may be added that where railway delivery for goods is possible this means is as far as possible used in preference to sending out wagons, and freight charges are paid by leading firms on orders of $25 or over.

Push the Small Garden Scheme

A Special Feature for the Spring Campaign—Seed Selling a Profitable Idea — Where Patriotism and Profit Go Hand in Hand—Some Practical Suggestions

IT is not often that patriotism and profit go hand in hand. It is not often that the merchant has a ready-made handle to use in launching a bigger-than-ever spring campaign.

The retail grocer is in this enviable position at the present time.

Everyone knows of the campaign that has been launched by the various legislative bodies to induce people, city people particularly, to go in for what is generally termed "backyard gardening." It is felt to be a national need for the production of foodstuffs in Canada to be increased. For two reasons: To enable Canada to send larger supplies to the Mother Country; and to mitigate conditions and help bring down food prices in Canada. The objects of the move are well outlined in the introduction to a pamphlet of hints issued by S. C. Johnston, of the Ontario Department of Agriculture, in which he says:—

"At no time in many years has the necessity and importance of the home vegetable garden been so clearly demonstrated as this year. Our country is face to face with a situation which necessitates the increasing of our food supplies by every means at our command. Vegetables as well as other foodstuffs must be given careful consideration as they form an important part in the every day diet of most individuals. Every city and town dweller has the opportunity to help in this great work, in that there are hundreds of available plots now practically unproductive, which could grow vegetables. To be able to secure fresh, crisp vegetables should in itself be reason enough to make us help along this movement, but in addition the saving makes it of the greatest importance.

"Vegetables should form a more important position in the daily food of the average human being for they possess qualities which should ensure their use of much larger quantities than is the custom at the present time. In these times of stress when the energies of all people are being devoted to further the cause of justice and right, the securing of a supply of vegetables should commend itself to the average householder in our towns and cities. A more instructive pursuit than growing vegetables in the backyard cannot be found, for by commencing with a small plot devoted to their culture a wonder lesson unfolds itself before our eyes as we watch the vagaries of nature in her work, and a broader and more intelligent view of the simple phases of life appear before us."



The men who formerly spent the spring evenings with pipe and evening paper are going to be out in the backyard, wielding the spade

A Big Response

It can be taken for granted that there will be a general response. Already, in fact, there are proofs of this: Men who never before thought of turning a sod on their property are talking in terms of seeds and potato bugs. Mr. Cityman is literally preparing to peel off his coat and get busy as soon as the weather permits.

The reason for this is not hard to determine. Every Canadian man, be he ever so old, and fat, and weighed down with responsibility, has a guilty feeling that he is not at the front. No matter how good his reason is for not being in uniform—age, physical disability, responsibility, what you will—he yet feels keenly at the back of his mind the fact that the greatest crisis, the most terrible tragedy in the world's history, finds him a spectator. He cannot go to the front, but any chance to do something, to



It is felt to be a national need for production of food stuffs to be increased

stand sacrifice of some kind, finds him doubly eager.

Well, here is one opportunity. More foods is needed. The Government suggests that the city man turn in and raise vegetables in his back yard. It is a comparaticely small thing, but it savors of patriotism. Consequently, the lawyer, the office man, the mechanic, are ready to take the suggestion up to the utmost of their power.

What it Means

It means this: In every city and town of the Dominion this spring the spaces formerly sacred to the tomato can and the broken hoop are going to be turned into productive plots. The men who formerly spent the spring evenings with pipe and evening paper are going to be out in the backyard wielding the spade. It means that there is going to be a most remarkable demand for everything that goes with gardening.

The Campaign

And now for a few suggestions as to the campaign.

In the first place, it should start at once. The householder is making up his mind right now as to the part he is going to play in this backyard production scheme. Now, then, is the time to get him interested in garden seeds.

It goes without saying that newspaper advertising is a necessary part of this campaign. It is probable that the local paper is carrying an advertisement from the Government urging the gardening plan. Go to the publisher and find when this ad. is to appear. Then contract with him for space in that issue on the same page as the Government ad.; if possible, get space immediately under it.

Result: John Stayathome reads the Government appeal and gets worked up into a regular white heat of enthusiasm on the question of gardening; decides to do his "bit" out in the backyard, to help crush the Kaiser by creating cabbages; lets his eye descend the column and sees the "'Busy Store" offering all lines of garden seeds, the outcome is too obvious to mention.

Send Out Circulars

It would also be good business, for some merchants at least, to circularize the locality on this same question. A neat folder, giving full description of lines carried and prices—don't forget the prices—would be the means of creating a wide demand.

Here is a suggestion: The pamphlet referred to above is "A Vegetable Garden for Every Home," and is issued by the Ontario Department of Agriculture. It contains a great amount of information designed to help the amateur gardener who, as is well known, require a great amount of help if he is going to raise anything worth while. The instructions given cover soil preparation, planting, thinning, cultivation, watering, transplanting, securing extra crops, and a wide range of information on each vegetable, its peculiarities and possibilities. The pamphlet, in other words, is a very valuable one for the plodding amateur.

It is probable that an enterprising merchant could induce the department to supply him with a certain number of these. Then he could send them out to a select list of prospects with a folder of his own attached, giving additional information on seeds and their handling.

Once again — Patriotism and Profit going hand in hand.

And the Windows Also

A very important point also in connection with the campaign will be the use of the store windows. The advantages to be derived from this source of publicity are so obvious that it is not necessary to feature the point. Every progressive grocer will, as a matter of course, arrange a number of seed displays.

It would be advisable to link the displays up with the Government campaign to some extent at least. This might be done by the use of cards, something after this order—"Do Your Bit," "Help Feed the Country," "You Can't Use a Rifle—Use a Spade."

Summer Delicacies for the Trenches

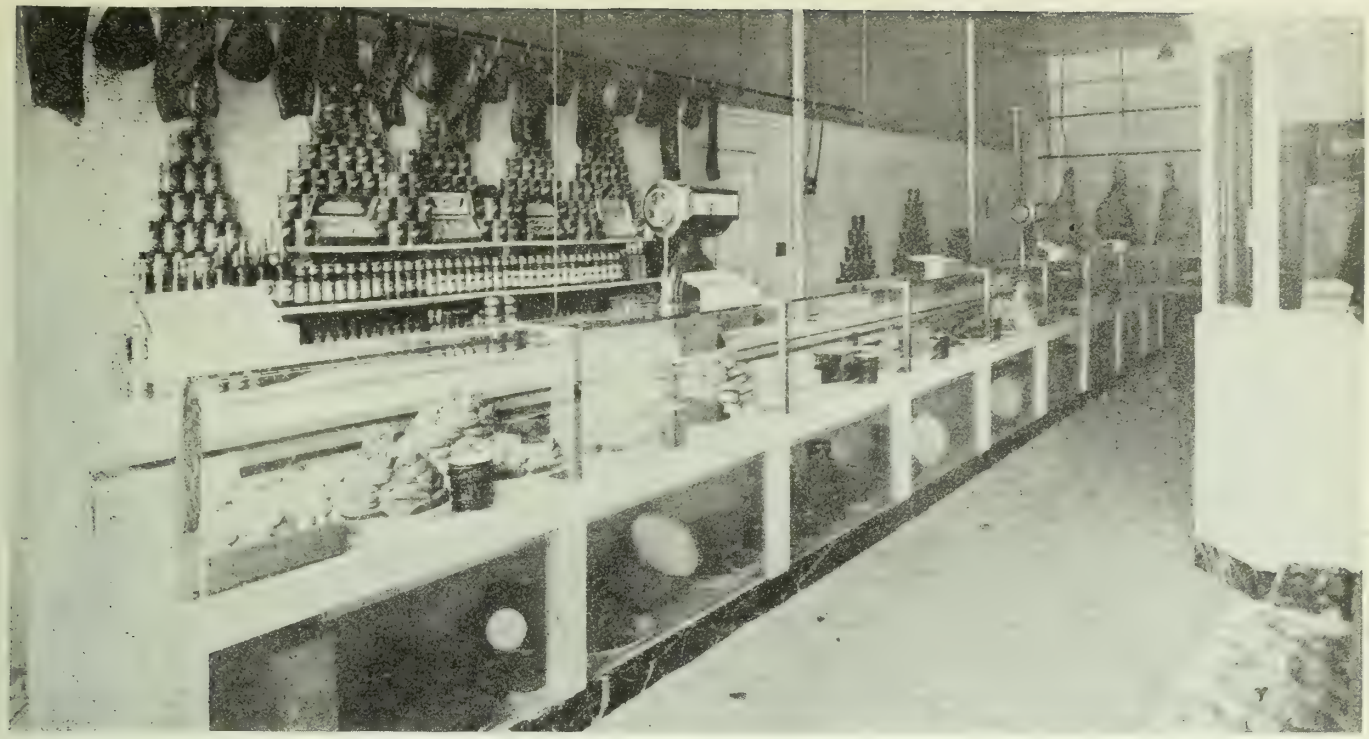
Send the Boys in France Something New—The Army Stew Will be Made All the More Palitable by the Addition of a Few Apetizers From Home.

IN the spring and summer time as at other times of the year, there is a great demand for things to send to the boys in France. All hearts are now turned in that direction, and almost everyone is eager to send some little remembrance overseas, or would be if their attention were called to the matter. Many people do not send things simply because they do not know what to send, or how to send it. Here is a field for the merchant, not only to promote a kindly action toward the Canadian boys at the front, but at the same time to aid a customer in a matter where many require aid, and incidentally to help his own business.

It is not always that there are satisfactory reasons for aggressive merchandizing, and when they do present themselves, it is a great pity for the merchant to let them slip by.

Why not take a little time to consider this matter, and select from the store stock some articles that would be an attractive addition to the monotonous fare of the boys who are fighting in the mud of France. Every store presents a wide range of goods suitable for this purpose, some lines especially so for the spring and summer time. Take canned fruit for instance. That would be a pleasant change from army fare, canned vegetables, pickles, condensed milk, to enumerate only a very few of the items that might be thought of. There is plenty of wholesome food, of course, over there, but an army in action cannot naturally supply the men with the little delicacies, and these should indeed prove a welcome gift.

Why not suggest some of these things, to your customers whom you know have friends or relatives across seas. Make a counter display of goods that might be sent. Where possible, arrange to provide for the careful packing of these goods, even if you have to charge a few cents for this work, it would free the customer from a good deal of uncertainty as to how the goods could be safely packed and shipped. Many firms have been doing this. Some have provided special tin boxes for the use of those desiring to send goods, and wherever this has been done it has resulted in a very considerable increase in trade. People appreciate such little services as these, and as it has proved in other cases, the people whom you have thus served will probably prove the very best advertising medium that you could have.



View of the refrigerator counters in the Wm. Rountree & Son store, Dundas Street, Toronto. These counters are on three sides of the store.

Protecting Food Products in Summer

The Splendid New Equipment of the Rowntree Store of West Toronto, for the Protection and Display of Food Products—A Modern Plant for Handling Meats and Produce.

THE establishment of Rowntree and Son is about the oldest establishment of its kind in the Western part of the city. William Rowntree opened his first store on Davenport Road in 1887. This store is still in operation though the store 1701-1705 Dundas St., now holds the premier place.

In the last few weeks improvements have been under way in this store, which will it is hoped bring it up to a very high measure of modern efficiency.

The store carries a meat provision and grocery line, but lays unusual stress on the provision end of the business. This first department is one that requires infinite care to keep it up to the highest pitch. The human element in such a business is of course a great factor, and great stress has always been laid on the careful handling of goods. But it is felt also that there are precautionary measures provided by modern science that can make assurance doubly sure, and so a thoroughly modern equipment has been installed. These new improvements are of a very sweeping character and have revolutionized the appearance of the store, and needless to say, for the better.

The tops and facings of all counters are of white vitrolite, a substance that could hardly be distinguished from white marble. This hard, white, easily cleaned substance is also used everywhere through the store. This is the first time that such a universal use has been made of his substance. In this store it not only is used for counters, but in every case where formerly wood was used. The easily cleaned and sanitary nature of this substance makes its wide use not only a novelty, but a great advance in the art of store equipment and refrigeration. Everywhere the eye sees only white vitrolite and glass. White is the dominant note throughout the whole store, and lends to it an appearance of freshness and cleanliness that it would be hard to equal.

Down both sides of the store which is of considerable depth run refrigerated counters. The coils that provide the refrigeration are hidden, and there is nothing there to interfere with the most effective display of goods, these display cases that are also the serving counters are glass faced, and there is a novel feature in that these lower display cases are electrically lighted which doubles their display force.

These display cases are intended for the display of cooked meats and other goods of that nature. They are always under refrigeration, yet also always on display, and are right at the hand of the clerk.

Curbing the Inquisitive Customer, Pleasantly

Above these serving counters again are glass faced display bins. Everyone knows how the customer is inclined to handle goods to their decided detriment. Yet to keep them at a distance is to lose a good deal of their selling force. These display bins are glass faced, and have a half top, that not only serves to keep the inquisitive customer out but also provided display space for non perishable goods. These bins are readily reached by the clerk behind the counter but by no one else. Moreover these too are refrigerated by coils running at the back of the bins.

The greatly increased demands on the refrigerating plant owing to these new improvements have been met by an enlargement of the refrigerating machinery, two six ton ice machines provide all that is necessary to ensure thorough refrigeration.

Of course at the back of the store running right across the store is the large refrigerator for handling large cuts of meat. But it is not here but in the store proper that the great improvements have been noted. For no one can deny that such modern equipment is not an improvement. Every effort has been used not only to give the store an exceedingly attractive appearance, but to put it in a position to handle the goods in which it particularly prides itself in the very best way.

With the new equipment completed as illustrated in the accompanying photo the Rowntree store takes its place among the most modernly equipped stores of the city. It is a store of which its owners may well be proud.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.

ESTABLISHED 1886.

The Only Weekly Grocer Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - *President*
H. T. HUNTER - - - *Vice-President*
H. V. TYRRELL - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES:

CANADA—Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, APRIL 27, 1917 No. 17

THERE is going to be some grand work done this year in selling seeds. There is hardly a householder to be met with nowadays who isn't planning to grow a little bit of something.

* * *

REPORTS from Cuba state that every mill on the island is running full force every day. It is generally conceded, however, that there will be a very material decrease in production from the output of last year.

* * *

FOOD prices have come to such a pass in the United States that there is a constantly growing demand for a Food Directorship, to conserve the available supply of food, and do something toward meeting the ever increasing food price situation.

* * *

A FIRE in the Dominion Canners' can-making plant at Simcoe, Ont., is reported to have destroyed a very considerable quantity of tin plate. Might just about as well burn gold bricks at the present price of tin plate.

* * *

MUFFINS, crumpets and light pastry are no more to be had in England. Lord Devonport has trodden rather firmly on all the luxury lines. But curtailing these indispensable adjuncts to tea will cut deepest of all.

* * *

THE great question across the line at the present is whether Teddy is going to get a look in at this war. There doesn't seem to be any great eagerness to take up his offer, which is rather hard seeing that Teddy has been rooting for the Allies throughout, while plenty of others have only just made up their minds.

GENERAL VON BISSING is reported to have died in Belgium. Von Bissing has been responsible for most of the bloody history of that unfortunate country during this war. Belgium and the world at large cannot fail to be a happier place because of the taking off of the murderer of Edith Cavell.

* * *

J. OGDEN ARMOUR, who certainly should know something about meat, having potted so much of it, is getting most remarkably dispirited about the meat conditions that are facing the United States. One is constrained to wonder whether Ogden is giving us inside information, or merely paving the way for increased dividends for J. O. A.

* * *

ONLY victory can save the Kaiser, says the irrepressible Count Von Reventlow. Why waste good victories? At this writing, throughout the whole world there seems hardly a nation or party or person who would lift a finger to save the Kaiser. The judgment of the world has scrapped the Kaiser and his system.

THE FRUIT WINDOW CONTEST

WE are sure that our readers will agree with us that the successful windows in our Fruit Window contest leave little to be desired. We regret that the window display of T. W. Collins and of J. O. Wisdom & Co., were not suitable for reproduction, as both of these windows maintained the very high standard of the windows illustrated. We hope, however, that the windows that we have been able to reproduce, will prove an incentive to others to take advantage of this very attractive material for window decoration.

THE SPRING NUMBER

WITH the present issue there comes to your hands another of a long series of special numbers. It has been the aim of the staff of THE CANADIAN GROCER, to maintain throughout its pages as far as is possible the Spring and Summer spirit. The idea behind these Specials, is that they shall become to the Grocer a book of reference to which he may turn for information and inspiration in his activities durng these months. It is our ambition that this issue will be found to measure up to this high hope, and that many Grocers will be impelled to keep this number by them, because of the aid they feel it may be to them.

As this is also our General Merchants' number there are some articles included that we hope will be of especial benefit to these merchants. There are we believe in these articles, ideas that may well be carefully considered, and that we hope will prove an incentive to other merchants to step out into these widening fields of opportunity.

WHAT ABOUT YOUR PRINTING?

PROBABLY somewhere about this time, you will be contemplating a new supply of billheads and letterheads. Of course we don't know anything about your particular case but we hazard the guess that you will probably ring up the local printer and tell him to send over another thousand, "same as last." That's all very well and satisfying provided that the last job was the best that the local printer could do. But was it? Did you take the trouble to find out if his work could have been better done, or did you just let the matter slide and take what was given you?

Perhaps you have noticed in some of the popular magazines some interesting advertisements on the value of stationery that represents the best side of the business. "Used by paper makers," you say, "who have an axe to grind." Quite true, but that does not affect the truth of the advertising. For a firm's stationery has a considerable effect on what people think of the firm. The local printer may not be able to equal the effort of a great city establishment. We are not suggesting that you should expect it. We are not suggesting that you should take your business elsewhere. All that we are urging is that the job should be the best that your local printing shop can do, and that you should make yourself positively sure that this is the case.

SPRING HOUSECLEANING FOR THE STORE

IN this issue, and in other issues of the past weeks, we have been urging the merchant to go after the trade that lies in housecleaning lines. Let us for a moment point the moral to ourselves. The man who urges the sale of cleaning lines from a bedraggled, and not too spotless store, is arguing at a disadvantage. More than that he is at an actual disadvantage in all the various activities of the store.

Dingy surroundings are disadvantageous advertising. The most successful stores are those who lay the greatest emphasis on cleanliness and attractive surroundings. Many merchants are spending large sums of money in installing equipment that is the last word in cleanliness and sanitary improvement. Hard headed business men are not doing this without the sure knowledge that it will be to their profit. The bright cleanly store, where goods are properly handled is the store that is not going to lack for customers.

Far be it from us to suggest extravagant investments in this sort of equipment. The merchant is himself the best judge, of whether or no he is in a position to undertake such improvements. But desirable as they may be these are not a necessity for an attractive appearing store. Cleanliness however is a necessity, and it is cheap. A little extra cleaning about the premises now is surely not wasted time, even a little painting and general fixing is not an extravagance. It behooves the merchant to put the best face he can on his business, and a scrupulous cleanliness and tidiness is the best way to achieve this end. It is good business too, both for its influence on the customer, and more than that, for its influence on his clerks and himself. Take the Spring cleaning advertising to yourself. Brighten up.

CATERING TO THE CUSTOMER

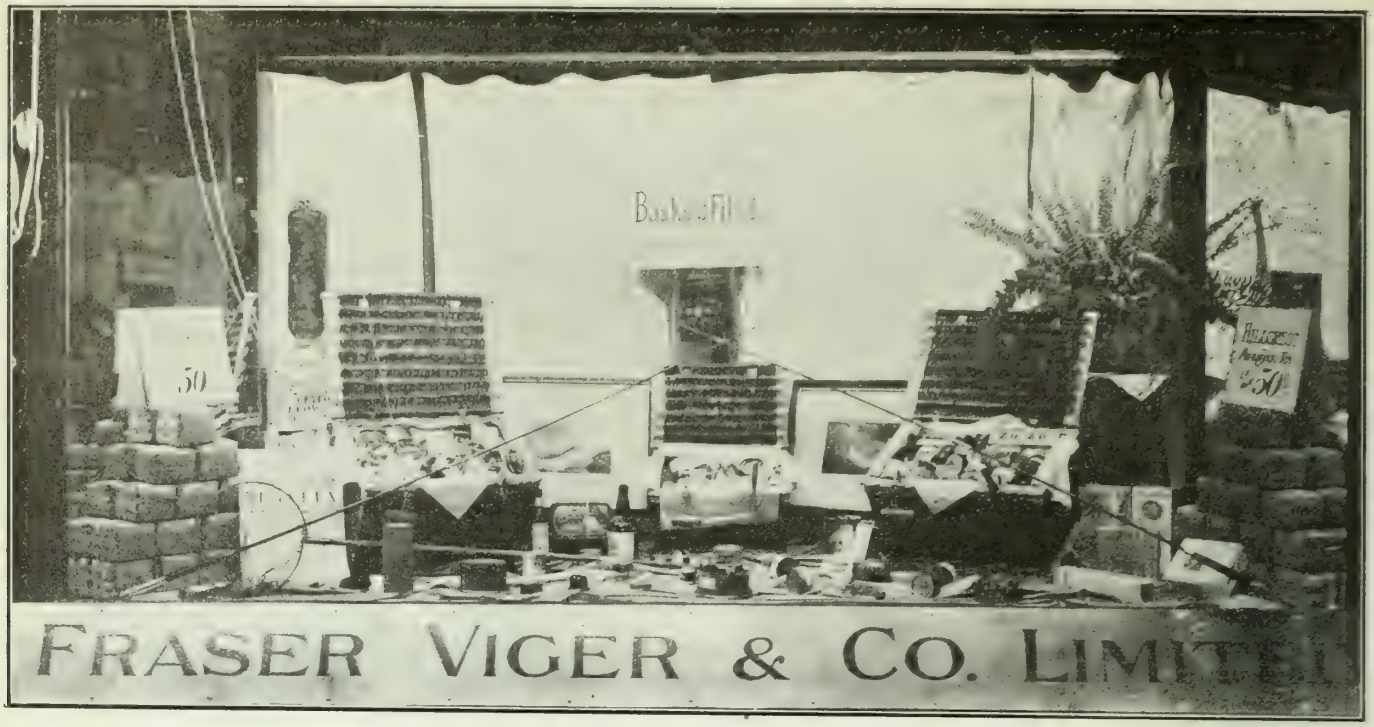
THE personal element in salesmanship is the greatest selling force. The salesman who in a few moments' conversation can establish friendly relations between himself and the Customer is a selling force whose value can hardly be over-estimated. This ability to make friends on short notice is a gift which some men are born with, others not having been born with it to the same degree, have cultivated it so successfully that they have become outstanding salesmen in their line.

There is a line of course to be drawn between friendliness and familiarity. There may be occasions when familiarity is permissible, there may be people who are most effectively met on this basis. There are others, however, upon whom this familiar note will jar, and a jar is a sign of something wrong somewhere. Therefore in this matter of catering to customers, a very considerable knowledge of human nature is required. To be able to detect the coming jar before it has materialized and to avert it, is another of the gifts of the first-class salesman.

There is one safe form of flattery that many merchants have capitalized. An interest in the hobbies of the customer. We mainly like people because they like the things we like. Community of interest is one of the greatest human ties known. Why should the grocer neglect the opportunities it suggests. It is comparatively easy to discover the little foibles of a customer, and it is comparatively simple matter to get enough information on the subject to be able to speak intelligently upon it. To speak unintelligently is worse, far worse, than not to speak at all. Even a slight reference, with its subtle suggestion of a common interest is an effective groundwork of friendship.

Many merchants too, have found it of value to keep a list of anniversaries, especially of children, and send some little remembrance on the important day. This is a little attention that has made many a good friend for a store. Because it shows a desire to make the business dealings pleasant.

In the good old days before competition had brought courtesy into business, when a firm wished to engage in foreign trade they just sent out anyone available. The purchasers were put to all the trouble of making their wishes known, and of bearing with the arrogance of the visitors. Nowadays a firm going after such business makes it a point to send a man conversant with the language and customs of the country. It means for one thing a better service, it means also a more courteous consideration of the customers' viewpoint. This is the essence of good business.



The Picnic Basket Display Window of Fraser Viger & Co., Montreal.

The Picnic Basket Idea

How the Picnic Basket May Become a Selling Force for many Lines of the Grocer's Stock—Make New Customers for Certain Lines, by Timely Urging—How One Firm Has Used a Picnic Basket Display to the Benefit of the Store's Trade.

THE summer time is the season when even the stay-at-home folks who do not go away on long vacations are on the move. Little week-end parties, days at the lake shore or in the woods are the order of the day. These picnic folk are steady customers of the store for probably twelve months of the year. There is not a long period in the summer time when this trade practically ceases to exist as far as the merchant is concerned, as is the case with the regular summer vacationist. For this reason, perhaps, the grocer has been content to take this trade for granted without endeavoring to stimulate it in every way possible. Yet this is the picnic class, a class that opens up a new avenue of trade for the wideawake grocer.

Encouraging the Little Extravagances

People whose tastes are simple almost to austerity in their actual home fare, are given to quite a considerable degree of extravagance on these excursions, and therein is a field of profitable activity that many a grocer overlooks. You might not, for instance, be able to sell Mrs. Smith a bottle of fancy olives for home consumption, but she would jump at the suggestion to take one in the picnic basket. In this way many a line that the grocer calls specialties, and that he expects to sell to only a limited number of his trade may be materially enlarged in their scope. In this list of goods might be included such articles as canned salmon, the indispensable ingredient of the summer sandwich, sardines, canned lobster, tuna, herring, to say nothing of salad dressings, olive oil, and things of that nature.

Of course, there is always a sale for these lines in the regular course of trade, but why should not the grocer do his best to see that these goods move still more rapidly, and there are no lines of goods that with a little encouragement on the part of the merchant will find a more ready entrance into the average picnic basket.

Suggestions Greatly Needed

In the average case, however, they will need to be suggested. The average picnicker shows a wonderful paucity of ideas when thinking up the picnic menu. There will be the same old things that they have always used, but in the majority of cases a suggestion from the grocer of some new line, some tasty novelty, will be hailed with enthusiasm.

Most women when they drop into a store to make purchases for such an event will mention the fact in a more or less dispirited fashion, for arranging the same old picnic fare offers no great vista of pleasure to the housewife. This information, however, should be sufficient to put the grocer on his mettle, and should afford a loophole for suggesting novelties in the food line that the purchaser very probably never knew that the store carried, novelties that she very certainly would never in the world have thought of purchasing on her own initiative.

There is another method, too, that may be very effectively used. It is a method suggested by the illustration that heads this article, the actual visualizing of the picnic basket. The Fraser iVger Company, of Montreal, have made this a very effective means of fostering just such a trade. The attractive basket filled with a variety of tempting viands has proved a very effective method of advertising these lines, and the practice has been so successful that the idea is used every year.

This idea, or some variation of this idea, could be very effectively used by other merchants. Even without the picnic basket windows could be dressed with these goods, with timely cards, calling attention to the suitability of these lines to any person who had such a jaunt in mind.

Keep the Special Lines Moving

The people who are the largest consumers of these special lines, are as a rule, the people who go away during the summer months, and whose trade is therefore lost to the store for the time being. Many merchants have come to look upon the summer months as a time when such goods may be safely sidetracked. That is a decided strategical blunder. There is a wide field for the sale of these goods, right in the summer months, if the grocer will only give them his attention. Point out their suitability for picnic fare. Point out their desirability as labor saving and appetite stimulating food for the torrid months of summer.

A PAGE OF ADVERTISING SUGGESTIONS

The accompanying advertisements have been taken from a large assortment of such advertisements. Not because they are preeminently good as advertising, though they are unquestionably, attractive and forceful appeals that should prove of interest to the reader, and consequently of benefit to the merchant.

These illustrations are used more to show what effective use may be made of comparatively small space. Many dealers do not go in for advertising, because they claim that it is too costly a practice for them. But space rates for small spaces such as these, do not prove a very serious outlay. Others claim that it is useless to advertise unless it is done in a spread fashion. Many merchants on the other hand are finding that these small displays appearing regularly are awaited with a good deal of interest, and certainly contribute very materially to the store's trade.

These advertisements might be considered by many merchants, who in the past have not thought advertising worth while. These stores are regular advertisers. It is presumed therefore that they find advertising, and this particular form, and this particular amount of advertising of value to them.

What applies to one store in this regard applies practically to all. A judicious advertising campaign cannot help but to be of service to the store.

You Can Get Fish Here in the Warmer Weather

in just as perfect condition as you have been getting during the past months. Our storage refrigerator, in which the fish is packed, right in cracked ice, and our display Refrigerator, full of ice, on which the fish are put, keeps them perfectly fresh. The fact of getting them fresh, and keeping them in such perfect condition, is what gives our fish such splendid flavor. About every second day we have some kinds of fish come, so you always have a choice.

Prices are very reasonable —about half the price of meat,—15c, 18c, 25c a pound.

OUR VEGETABLE DEPARTMENT

—has expanded until now we have the appearance of real spring. Every day we get Fresh Lettuce and Radishes, and other nice things. Every day of the week we have these nice green things, and you can buy your supply from day to day, strictly fresh.

COOKED MEATS

—are a great convenience. You get just what you want, there is no waste, and it is ready to use. It is often real economy to buy this Cooked Meat as you do not need to buy more than you want.

OUR DELIVERY SERVICE

—is sure. Four times each day our wagon goes down your street. It leaves here at 9:15 and 11 in the morning, and 2.15 and 5.00 in the afternoon.

We appreciate your orders.

H. MALCOLMSON

BUY SUNKIST ORANGES NOW!

We have them at 30c per doz. up

SPECIAL
1 doz. Sunkist Oranges and 1 pkg. Royal Crown soap for 50c

SPECIAL
1 doz. Sunkist Oranges and 3 Large Jumbo Grape Fruits for 50c

SPECIAL
1 doz. Sunkist Oranges and 3 lbs. Fancy No. 1 Apples for 50c

SPECIAL
1 doz. largest Sunkist Oranges and 1 tin Clam Nectar for 50c

SPECIAL
1 doz. Sunkist Oranges and 1 doz. Lemons for 50c

SPECIAL
1 doz. Sunkist Oranges and 1-2 doz. Bananas for 50c

Let me figure on your spring order for the ranch or homestead. I have the goods you want in stock right here. More than 10,000 Dollars worth. Sure as day follows night I will fill your order for less money if you will give me the chance.

S. E. GUST

626 Third St. The Champion Grocer Phone 2502

McPhee's—Home of Quality Groceries

SEEDS

Our Spring Stock of Seeds has arrived and we would like you to come and look them over as this year is going to be a year of planting. Everybody ought to put in a garden and help cut down the high cost of living.

All good reliable seed companies represented at our store:

NEIL McPHEE, Grocer

Highest Market Prices for Butter and Eggs. Phone 15B

Special Oranges

FRIDAY AND SATURDAY

Oranges are an excellent food. They will keep you healthy. We offer good, ripe juicy oranges as a special. Be sure and order some of these. Regular 40c value, for 33c. On sale

Friday and Saturday only ..... 33c PER DOZ.

ORDER EARLY.

CREAMED CHICKEN
A La King

PURITY CROSS CREAMED CHICKEN, A LA KING, is an appetizing and delicious delicacy. Made with skill and care in a model kitchen, and from only the finest ingredients. Ready to serve on toast or patty shells. Try it.

ROWAT'S COFFEE

The supreme value in coffee. If we could buy better coffee we would have it for our special. Buy it when you want the best.

50c per pound.

SOLDIERS' COMFORTS

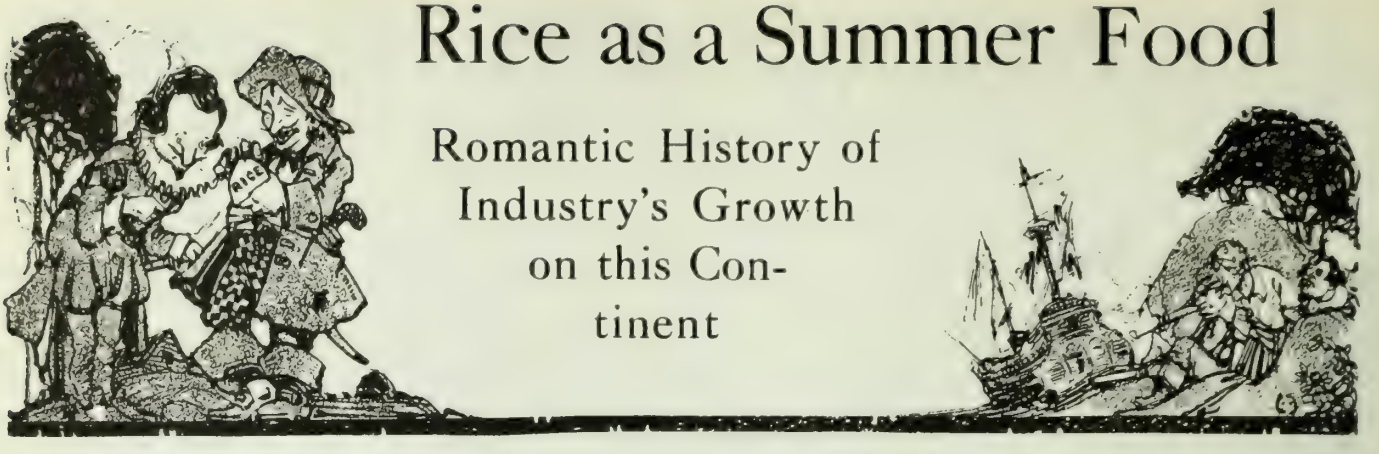
Are you puzzled as to what to send the boys at the front? See our window display. We suggest:
Ayrton's Tea Tablets.
Horlick's Malted Milk.
Reindeer Coffee.
Reindeer Cocoa.
G. Washington Coffee.
Chocolatta.
Peter's Milk Chocolate.
Chocolate in cakes.
Powdered Milk.
Riley's Toffee.
Bovril.
Oxo Cubes.
Canned Chicken.
Chewing Gum. (Overseas Package)

PHONE ORDERS Receive the same care and attention as though personally given. Order early.

T. A. ROWAT & CO.

250 Dundas St. Phones 3051-3052.

Above are illustrated some advertisements that have been used effectively in the daily press. They are forceful without being extravagant in display. They are worth some consideration.



Rice as a Summer Food

Romantic History of Industry's Growth on this Continent

WITH the bulk of the world actually sustaining themselves on rice, Canadians are still considering it merely as a pudding. That snow white pudding, flecked with a few raisins has come to be the accepted idea of rice on this continent. But as there is a generally accepted feeling that man cannot live entirely on puddings, on this continent, the demand for rice has been comparatively light.

It was well enough to turn up an aristocratic nose at this humble dish in the days of plenty before the war. But food grows continually scarcer. America, according to Ogden Armour, the great meat packer, is facing a calamity in the ever growing scarcity of her meat supply. Everyone knows now that the humble shoat is practically the equal in value of the pedigreed Perkinese pup. Potatoes. the staple dish of the nation, are becoming a curiosity, but rice remains one of the greatest of foods, one of the easiest in preparation, and the one food that has not increased in value to any appreciable extent in the late soaring years.

Rice as a Summer Food

Now, rice, as a general food, possesses a great many advantages for summer use. What housekeeper wants to be cooped up indoors any more than necessary arranging dishes for the dinner. There is an argument that should be of telling force. Only a little boiling required and there you have it, the finest and cheapest vegetable imaginable. Eat it with gravy, eat it with pickles, eat it as a kind of entree as they do in the South. Why a Southerner would as soon think of sitting down to dinner without his grits as an Italian would without his garlic, or an Englishman without his tea. In a few Southern States rice has come into its own, but elsewhere on the continent it is almost an unknown quantity. What is the reason? Why it has proved itself just the dish suitable to warm weather conditions.

Some Astounding Figures

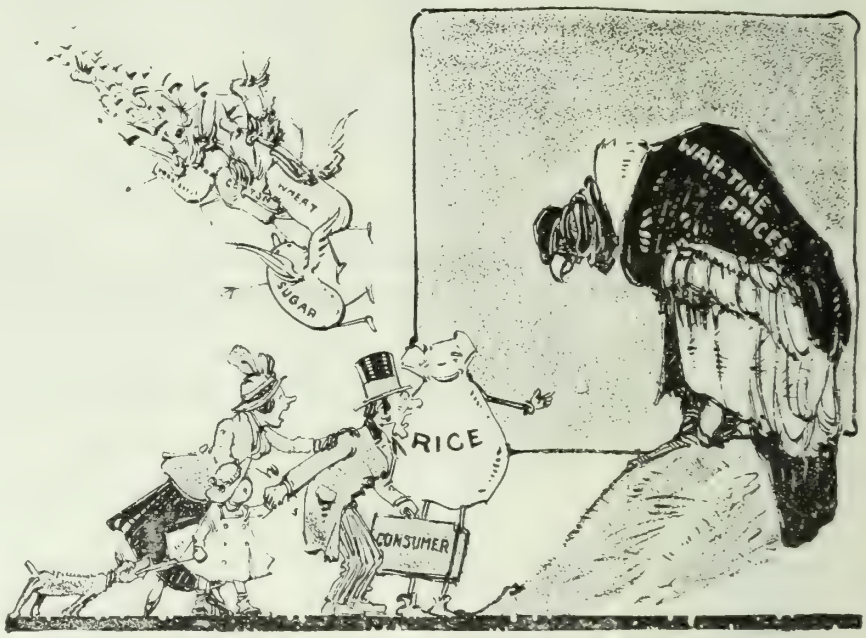
What do you know about rice? What is the history of these little polished oblong grains? First of all in considering this interesting subject, let us drift into a perfect sea of figures, and try to get some idea.

The United States, while large producers of rice, are far away in the background as actual users. The annual consumption across the line being about 600,000,000 lbs., or about six pounds per head. Canadians do not rank high as rice eaters, but they almost double this per capita consumption. The fifty millions of British people before the war consumed 750,000,000 lbs. of rice per year. Germany, with only a slightly larger population, consumed before the war 1,052,917,000 lbs., and yet we have been brought up to think that the Chinaman and the Jap were the original rice users. Well, they are great rice eaters; in fact, with the bulk of the people rice is the staple and almost sole food. Twenty-four centuries go, a distinctly rice eating country gave to the world Confucius, a thinker whose doctrines remain to the present day. Twenty-four centuries after Confucius, Kuroki's almond eyed, rice eating legions humbled a world power in the dust in the bloody rice fields about Liao-Yang.

There is no discounting rice, a food product that ranks with wheat and corn in crop kinship that is produced to the enormous extent of 3,000,000,000 bushels every year.

The Romantic Story of Rice

But turning from this mathematical method of endearing this interesting product to you, let us take a glimpse of its romantic side. To begin with, while we use annually large quantities of rice imported from abroad, we also buy much of it from our neighbor to the south, for in the States of Louisiana, Texas, Arkansas, and California, there is produced every year something like 38,400,000 bushels. Strange to say, it was not in any of these four states that rice was first propagated. It was in the year 1694, far enough away, you will note, to be quite interesting and romantic. A Portugese bark, manned by swarthy, ear-ringed Portugese mariners, driven from its course, was compelled to seek shelter in the port of Charleston, Carolina colony. The simple folk gazed with wonder at these voyagers from afar, and told one another of the dangers of the strange lands of Madagascar and the Orient, from which the strangers hailed. They looked and marvelled while Gov-



Rice is the only important food that hasn't risen enormously since the beginning of the war.

ernor Langrave Smith entertained their captain with the best the modest colony afforded. When the Portugese sailed away they left with the governor a bag of seed rice. The parent seeds of the thirty-eight million yearly bushels of today.

Carefully this rice was planted along a grassy lane near the Old Battery, to grow into the premier product of that colony for the next two hundred years. Till, in fact, the tragedy of the civil war had laid its hand upon the South.

The Heyday of the California Rice Industry

The splendid days of the Carolina rice culture were all before the war. It was an occupation that suited well the then existent system—the lazy, indolent life of the great plantation, manned by its multitude of slaves.

The tidal system, as it is known, was used in its cultivation. The system was the outcome of these conditions of labor and could not meet the competition of the intensive cultivation that grew up around the northern migrators to the Gulf States. After the war, Carolina was wrecked, ruined, and it was many years before this great industry began to revive, only to find that it was too late, that conditions were changed, that modern machinery was required to meet the competition of the states further south. The old conditions would have had to be entirely changed, and there was no money for this work. So the South Carolina crop continued to be harvested by hand. Heavy storms of a few years ago completed the work that competition had begun. The old levees were swept away, and the most of the land has reverted to its original swamp. But if the romance stops here in a scene of desolation, it begins again in another scene.

The Acadians and the Providence Rice

Still many years back, in the year 1755, the Acadians were driven from their peaceful Nova Scotian valley, to find a refuge in the old French colony of Louisiana. There they settled on the prairie districts of that immense state and longed for their northern home.

They were not energetic folk, and they were not fitted for the role of pioneers. The level land, usually half flooded with rain, looked like a desolation to them. They despaired of the future. But with a childlike faith they trusted in Providence, and Providence did not fail them, Providence gave them rice.

Rice cannot grow without water, and some happy chance led the "Cajans" as the exiles and their descendants are known even to the present day, to sow rice in the standing pools of water. When the crop matured they thanked Providence, and to this day the name has clung to this sort of cultivation. It is an accepted idea that in a wet year "providence rice" makes a crop; if the rain fails there is no rice.

In this way Fate set these people, who were in no wise cast for pioneers, into the role of the pioneer rice growers of the Gulf States.

It must be admitted, however, that theirs was only the germ of an idea. Year after year they planted their rice, prospered if the rain fell, knew penury if it failed, but never got far beyond the first simple idea. A century passed and the South was swept with the flame of war. Ben Butler made a desolation of Louisiana, and Sherman marched to the sea across a land that he left a wilderness. The South was ruined, slavery was ended, the great sugar plantations along the Mississippi fell into ruin, because the negro appeared necessary for their success, and the negroes' liberty had developed into license, and he was of no further use. Therefore, the Southerner turned to rice planting as a means of gaining a possible livelihood. Through troughs cut into the levees the lands were flooded, until the disastrous floods caused the United States Government to handle the levee problem and forbid this practice. After this the water was lifted over the dykes by siphons.

The Rice Industry Follows the Railway

It was early in 1880 that the railway was extended into Louisiana and Texas. In its wake came the forces of progress to settle there. The "Providence rice" of the Acadians sealed the fate of the country. These pioneers of progress saw the "Providence rice" growing, but were not so ready to trust in Providence. Man's ingenuity was brought to bear; veritable rivers were lifted out of their course, a new Venice was built on the banks of the Mississippi, modern machinery was evolved, so that the lean years of the "Providence rice" were a thing of the past.

How Rice is Grown

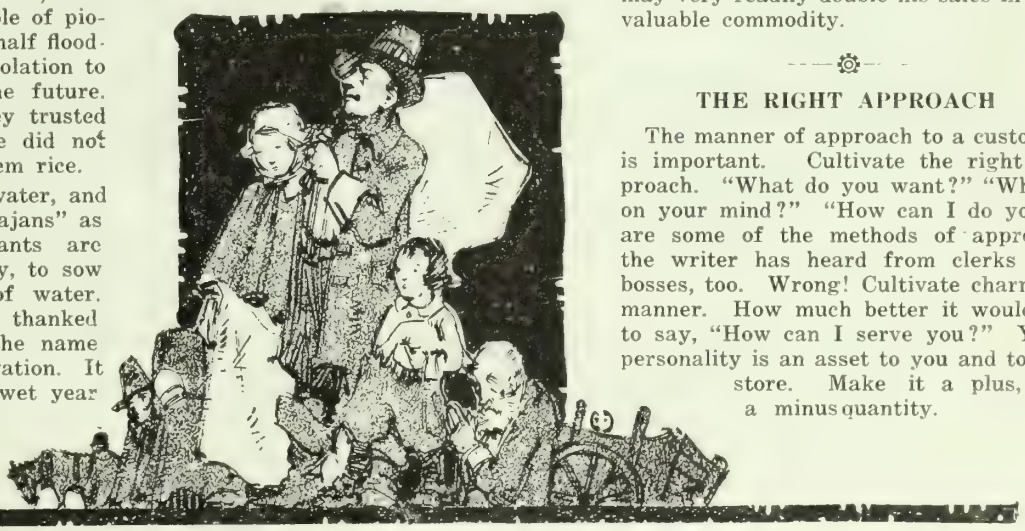
Under the new system the rice is seeded in dry ground by machinery and given its first sprouting with only the moisture of the natural rainfall. When the shots have reached a few inches in height the water is let in an inch in depth at a time so as never to submerge the growing crop. In this way the crop grows to maturity, after which the fields are drained and when sufficiently dry, the harvesting machines, reapers and threshers go into the fields just as they do in the wheat country. The grain comes from the threshers as Paddy rice, still in the brown outer husks; a further milling process removes this husk, leaving a product known as brown rice, a cheap and wholesome product. The polished white rice of the general market is a still further refining of this brown rice.

On this continent there is a painful lack of interest in this most wholesome and economical food, almost the only food that has not materially increased owing to the war. This is due mainly to the fact that it is the chief crop of the Orient, where labor is the cheapest. Cheap as it is, it might well be cheaper. The planter gets around three cents a pound for it, while the consumer pays eight to ten.

Eat More Rice and Lower the Price

It seems a paradox to suggest that it would be still cheaper if people on this continent would eat more of it. Yet this is an opinion generally held by the trade. The sale of rice is now so uncertain and so much capital is tied up in the industry from the planter to the consumer, with no certainty of an actual demand, that prices are bolstered up to provide against a probable loss. If this element were removed, it would be both possible and profitable to handle the product at a much narrower margin.

In these war time days, it behooves the grocer as well as others, to foster provident habits. This may well be done by urging the people to eat more rice. By teaching them that it is not necessarily the sticky mass they have become accustomed to, that it should if properly prepared be flaky and dry. To achieve this end two points must be remembered: That rice should never be stirred while cooking, and that it should be drained at least once while cooking to remove the excess starch. If the grocer will pay a little attention to explaining the facts pertaining to rice he may very readily double his sales in this valuable commodity.



THE RIGHT APPROACH

The manner of approach to a customer is important. Cultivate the right approach. "What do you want?" "What's on your mind?" "How can I do you?" are some of the methods of approach the writer has heard from clerks and bosses, too. Wrong! Cultivate charm of manner. How much better it would be to say, "How can I serve you?" Your personality is an asset to you and to the store. Make it a plus, not a minus quantity.



Effective display methods used in the B. G. Crabtree Store, Ottawa. Note the display provision counter and fruit bins.

The Epitome of Store Equipment

A New Store That Displays Many of the Newest Ideas in Store Equipment—A Bright and Attractive Interior Provided With Many Labor-saving Devices and Attractive Display Fixtures—A Store That Advertises Itself

Springtime is the clean-up time for the grocery store as it is for the homes. It is the time for little improvements. Little novelty ideas in the way of equipment service that will lend an added attractiveness to the store during the hot Summer months.

It isn't possible for everyone to move into a new store. It isn't possible for everyone to add new equipment, but it is possible for practically every store to, in some measure at least, to signalize the Spring season by brightening up the store.

In the article presented herewith and the photos accompanying, there may be some things that will suggest improvements in equipment for other grocers. It is with this end in view that this article appears in our Spring Number.

EVERYONE has his ambitions and dreams, and even a shrewd business man may be presumed to give way to this weakness, if weakness it is. In any event, this is the story of a practical business man who had a dream that came true. Being a practical man, the dream of A. B. Crabtree, of Ottawa, ran along practical lines. It was to have the best grocery store in Ottawa. For many years Mr. Crabtree had this ambition in mind when it seemed far enough away in all conscience to be the veriest figment of a dream. But even dreams, if they are held to long enough, and pursued with untiring assiduity, have a way at times of coming true in a way that surprises even the dreamer.

So while friend Crabtree was earning his weekly salary serving other men's customer's, he was holding firmly to the idea of some time having his own fine store and serving his own customers, in the attractive surroundings that his mind had pictured.

A Dream Come True

In February last Mr. Crabtree moved into his new store on Elgin Street, Ottawa—the store of his ambitions and dreams. If it is not the finest store in Ottawa, it at least comes high enough up in the ranks, in a city whose stores generally need take off their hats to no city, large or small, to satisfy even the most exacting dreamer.

Now let us take a look at the inside machinery of this dream for a moment, for even dreams need something to get themselves started. In this instance, the thing that brought this ambition to a head was a matured insurance policy for $1,000. That windfall, if you can describe a long-paid-for thing like life insurance with such a glowing word, took place while Mr. Crabtree was still a clerk behind the counter of the R. E. Powell store, Ottawa. That was about seven years ago. And it was that which finally crystallized his ambition into a tangible idea. He figured it that with this insurance money and what savings he had, plus the knowledge of the business he had gained while behind the counter there was a fair sporting chance for him to start in business for himself. It might be noted, too, perhaps that a good wife was partially responsible. She provided fully 50 per cent. of the faith in the new venture. And that is no mean asset to have in any business.

With this backing, in conjunction with



The left-hand side of the new B. G. Crabtr.e store, showing attractive fixtures and display.

Taking Customers' Side as a Principle

Making Friends as the Best of Advertising—The Head of the Store as the Adjuster—A Plan That Has Proved Satisfactory—Featuring "The Customer is Always Right" Idea—The Store That Grew From a Dream.

two partners, Mr. Baxter and Mr. Trowbridge, the new business was started under the firm name of Crabtree & Trowbridge. They occupied a store only a short distance from the present stand. There was not a great deal of money invested in the firm, but as Mr. Crabtree stated, he had started out for himself and simply had to make good. The thousand odd dollars unquestionably helped and the faith and training did the rest.

In February of this year the old partnership ceased to exist and Mr. Crabtree ventured still farther into the business world, this time by himself.

The New Store Opened

The opening of the new store was something in the nature of a gala event. For three nights the store was open to receive its friends; moreover, the friends came to the neighborhood of about six hundred each evening. Even the Mayor and city councillors were present; a dainty lunch was served, and little gifts, samples of the goods sold in the store, were presented to each visitor.

Certainly the store is one that anyone might well feel proud of. On the right as one enters the store, which is roomy and bright, lighted with two large display windows, is a long array of patented display counters, backed by modern shelving, where staple lines of goods are attractively arranged. On the one side of the store are glass display counters and modern pivot bins. Behind this again is a roomy glass-faced office. Down the centre of the store is a double row of bins for the display of fruit and vegetables, that thus do away with the all too usual scrambled display cluttering up the floor space.

Well Arranged Provision Department

At the rear of the store is the provision department, with a glass-faced counter, where this class of goods can be attractively displayed without becoming contaminated. Just at the rear of this is a large refrigerator, conveniently arranged so that there shall be the minimum waste of time in serving customers. On either side of this refrigerator the store stretches back into a sort of alcove. This space is entirely away from the serving counters of the store, and here orders may be put up and got ready for delivery without in any way encroaching on the actual store space. In this way the store has always a roomy, orderly, attractive appearance. Indeed, it would

It is not difficult to note the Spring features in these new store features that many merchants might do well to emulate.

Note, for instance, the effective combination of the provision department and refrigerator. Note particularly the glass display front of the refrigerator that makes such an effective display force. Note also the display counter for the care of provisions, one of the great Summer selling lines.

More than all it will pay the average grocer to observe the fruit display bins. One of the most effective means of displaying these goods. These and other things are well worth the serious consideration of the merchant, who is planning some little innovation through the Spring and Summer months.

be hard to conceive a more attractive store, large, airy, bright, the handsome oak fixtures lending a note of distinction to the attractively arranged goods.

It is not particularly easy to describe a store such as this, because in general design it follows the plan of many other stores. But there is a breadth, a brightness, an orderliness, that is far too often lacking in many grocery stores. This idea will, however, be more readily conveyed by the pictures accompanying this article, so the words may well be spared.

In the years that have passed since he first ventured out into business for himself, Mr. Crabtree modestly states that things have not gone too badly with him. He has built up a flourishing business, and a business that he expects will be materially increased under the increased effectiveness and added attractiveness of the new surroundings.

Using the Telephone as a Business Ally

This business has not come to him unearned either. It has been built up on hard work, a careful system, and a courteous service. The telephone has been a most effective agent in adding to this business, and it has been used to the full. Every effort is used to make the ordering at this store as simple and pleasant a matter as may well be. That there may be no long delays, none of the annoying "line busy" responses that are so annoying to the housekeeper, who always feels that she is in a desperate hurry, whether she is or no, there are four phones installed in the new store, a number that ought to be sufficient to take care of a very considerable amount of business.

But the new store does not have to depend on the telephone. It is situated in the very heart of a fine residential section of the city, with a number of large apartment houses within easy walking distance. As a result, the store has enjoyed the trade of an unusually large number of customers, who actually visit the store. Of course, it is natural enough that the first little while that a store is open there should be a certain added number of customers, but the aim is to make the store so attractive that people will enjoy visiting it, and will thus be brought more directly under the influence of the goods there displayed.

The Business of Keeping Friends With Customers

It is one of Mr. Crabtree's ideas to have his store make many friends and no enemies. With that idea in view he has adopted the policy that the customer is always right. He believes that in this end a policy such as this will result in benefit to the store. He realizes that there are people who will take advantage of such a feeling, but he contends that the number is limited enough to be almost negligible. He believes that the people who complain of a store's service really believe that they have a grievance, though this grievance may really only exist in their own imagination. But whether the dissatisfaction is justified or not it needs the same diplomatic handling. Now a clerk has not as much at stake in losing a customer, and so he may not be as ready to stand what he considers unjust charges as the owner of the store. For that reason Mr. Crabtree has assigned himself to the arduous duties of an adjuster: the head of the trouble department. When there is any complaint registered with any member of the store's staff Mr. Crabtree is called upon. He does not attempt to argue with the customer, no matter what the complaint may be. All his energies are devoted to re-establishing friendly relations. And as this is most readily done by assuming the blame, whether blame is due or not, this system is adopted. The customer is always right, and the customer will probably leave the store with a kindly feeling, because the matter has been rectified without any fuss.

The store in some instances, of course, is to blame. It is not possible always to guard against the vagaries of clerks and delivery boys, but when carefully overseen these difficulties are reduced to a minimum, and by far the largest number of complaints, though even here the number is not large, is due to mistakes of the customer.

The customer may not be generally of a complaining disposition, and the one instance may not amount to much, and a customer is sent away pleased rather than with a feeling of annoyance against the store. Then, too, Mr. Crabtree has on several occasions had customers come in at a later date and admit that they were in fault.

Friends a Store's Best Advertising

This sort of treatment Mr. Crabtree believes has been the means of making many solid friends for the store. And in these days of keen competition it is friends that actually count. Friends are a very effective form of advertising for a grocery store.

They are one of the means at any rate that cannot be overlooked. Appearances are another. The appearance of success has in many instances been a very effective way of encouraging that success.



Exterior of the B. G. Crabtree store, Elgin Street, Ottawa

An attractive store and a carefully kept delivery, bright, clean rigs, have also proved a successful method. Mr. Crabtree has always believed in the effectiveness of his window display, and with the increased opportunity provided in the new store he expects to make it a still more effective advertiser.

It will not be Mr. Crabtree's fault if the new venture does not measure up to the full stature of the dream.

A NEW FRUIT ORIGINATED

A new citrus fruit, known as the Tangelo, has been originated in Florida and is gradually being introduced on the market. The fruit is a cross pollination of the grapefruit and the tangerine, and originated at Homestead, Florida.

The new fruit is somewhat difficult to raise, as the thinness and softness of the skin makes it an easy prey to diseases that attack these fruits, as well as being very sensitive to rough handling, which quickly results in the fruit going dry. The fruit is ready to market in February, and according to its originator it surpasses any fruit yet conceived as a breakfast delicacy. It is a very handsome fruit, heavy and juicy, and despite its thin skin carries well. Doubtless with further cultivation the disadvantageous features of this newest among fruits will disappear.

NEW BREAD BY-LAW

A new bread by-law has been introduced in Montreal providing stringent regulations for the periodical inspection of local bakeries. A penalty of $40 fine or two months' imprisonment, is provided for bakers resisting the bread inspectors in the performance of their duties, which will consist of an inspection of all equipment connected with the manufacture of bread not less than once in each month.

Summer and the Cigar Trade

Going After Father's Dime—Featuring the Buy-by-the-Box Campaign for the Vacationist—The Telephone and Selling Cigars, Both Sides of the Question—Proper Handling of Cigars the Best Selling Argument.

THERE are a lot of people who are prophesying that the curtailment of the liquor business in the country is going to add considerably to the number of persons who are going to solace themselves with the friendly weed.

Whether that be true or not, and it seems a reasonable supposition, there is always a very considerable trade in these goods during the summer months. The father of the family going away for his summer vacation, provided he is properly encouraged, is going to make sure that his favorite cigar is with him as an added zest for his idle moments, by laying in a respectable stock in advance. Tucked away there among the outing shirts and soft collars, the symbols of outdoor freedom, there is pretty sure to be a box of the old favorite brand.

This being the case, why should the grocer who handles cigars and tobacco let father travel down town to lay in his supply, to father's inconvenience and their own monetary loss, when a little encouragement would bring that profitable business to the store?

Why Not Go After Summer Trade in Cigars?

The merchant goes after other lines of summer trade, and there is no good and sufficient reason why he should not go after this line also. Of course, there are many merchants who hold that this line is not one suited to the grocery store. There are decidedly two opinions on this matter and there is no reason to quarrel with the merchant who adopts this attitude. There are, however, a great number of merchants who have branched out into this line of trade, and their number is increasing daily. Yet in many cases they are contented to let the business look after itself, and as every wide-awake merchant knows, business isn't accustomed to do that. If it is worth going into it is worth going into hard.

Display an Argument for Sale

In this line of goods as in every other it is difficult to sell goods that the customer does not know you have. The best selling argument is display. No matter what the line may be, and this applies as well to tobacco and cigars as to any other line.

In one of the illustrations appearing in connection with the story of the Barnesdale store in Stratford, will be noticed a silent salesman given over to the display of cigars, pipes, and tobaccos. This display case occupies a prominent position right near the front of the store. It is near to the standard remedy department that is an outstanding feature of this store, and there is a reason for that location. More men drop into a grocery store to purchase medicines than would naturally patronize a grocery department. Therefore the salesman is placed where it cannot fail to attract the attention of every man entering the store.

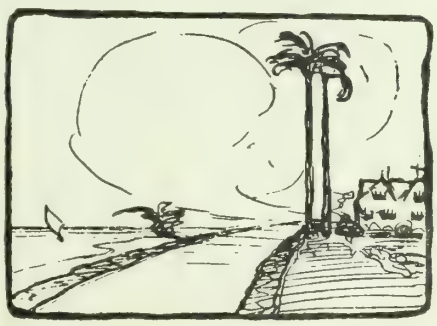
There has been no particular campaign to favor this line, but the mere fact that it is prominently displayed has proved a forceful selling argument, and has built up a nice little item of trade that is not to be despised. More and more the stores that are featuring this line are coming to see the value of this display factor and are in this way going after the trade.

Some Montreal Stores Featuring This Trade

In the Park Provision Store, St. Viateur street, Montreal, there is a very well stocked cigar department. It occupies the whole of a large display case, and is equipped to not only display the goods but to preserve them in the very best condition. Mr. Boutellier, the manager of the store, has made quite a feature of this line, and carries a stock that would be likely to catch the fancy of the most fastidious smoker. If you are addicted to cheap cigars, why they are to be had, but there is also a very complete line of the very good grades. The store is located at a busy corner of a populous section, and though there are tobacconist shops not far distant, the store has been able to meet that competition, and has been able to build up a very satisfactory business in this line by the simple methods of carrying the brands that are in demand and by always having them in good condition.

Telephone Trade in Cigars

J. A. Debien, on Park avenue, Montreal, also has gone quite extensively into these goods and has found them a paying venture. Moreover, here, too, a very fine grade of goods is carried, and a very considerable box trade is done with patrons who never enter the store It is an easy thing for a man who finds that his stock has become depleted, and who is expecting a friend in for supper, to ring up the store and ask for a box of his favorite brand to be sent over. To do this kind of trade it is essentially that the store should become known as one that handles the right kind of goods and also as one that knows how to handle these goods.



Why Grocery Stores Have Failed to Make Cigar Handling Profitable

That is where so many grocery stores have failed in building up this trade and that is why many grocers have not found this line the success they had anticipated. They have not given it the attention that it demanded, and unless the merchant is prepared to give it some little attention he is better without he business. There is quite a little outlay entailed in handling a fair sized assortment of good class cigars and tobacco, and there is no justification for this outlay unless the merchant is prepared to handle these goods as they should be handled.

The past few years has seen the growth of a great business specializing in these lines. This business has grown up largely because other agencies for disposing of these goods have not thought it worth their while to give them the attention they require. One man when spoken to on this subject claimed that the increasing use of the telephone had done away with the possibility of doing a large sale in this line. There is a certain semblance of reason to this contention, but it is based on a fallacy. Owing to the widening use of the telephone there are fewer people actually coming to the store, but that has not curtailed the store's trade, but materially increased it. The telephone business has not curtailed the purchase of cigars and tobacco in grocery stores, but it has added an element of change into this business. It means that the fact that the store is carrying these lines needs to be made manifest in every way possible. They won't sell themselves any more than any other line will. It is because merchants have expected to do so that these fallacies about the effect of the telephone on the trade have arisen. Anything can be sold in a grocery store if the grocer wants to take the trouble to sell it. This is made very manifest by the fact that almost everything is sold in one place or another in some grocery or general store.

Results of Some Investigations

The CANADIAN GROCER has made some investigation into this factor in the grocer's business. It might be found of interest to note some of the firms handling these lines, with some reference to their opinion on the matter.

Dionne and Dionne, St. Catherine street, Montreal, carry cigars. They do

not stock many lines, but carry a reasonably good stock of the better grade of cigars. They have not featured this trade, but have kept them to meet the demands of their customers. They have found that cigars in boxes ranging in price up to $3.50 per box, have a fairly good sale. This firm, while not, as we have said, specializing on the line, counts on selling five or six boxes of cigars a month, selling in a small way.

R. Walsh, of Dorchester street, Montreal, expect to sell about the same quantity—five or six boxes a month on the average. Cigarettes, however, are found a still better line.

The same experience is noted by I. Gougeon, Dorchester street, Montreal. Tobacco and cigarettes are the best selling items, though Mr. Gougeon finds that there is a good sale for cigars, too, especially around Christmas time, the sale is very brisk.

Boxes of Cigars for the Trenches

M. Litman, Mount Royal avenue, Montreal, stocks a complete line of cigars and finds them profitable. He has laid stress on boxes to be sent to the front and has found this a very profitable line. This is an idea that other grocers handling these goods might well emulate.

But it is not only in the larger cities that these goods are found to be of advantage.

In Cardinal, Ont., J. T. McGarrell makes quite an item of the cigar and tobacco lines. He has a silent salesman for displaying these goods set near the doorway of the store and finds a very good sale is thus encouraged.

Bulk of Sales in Better Class Goods

In Gananoque, Ont., McParland & Bro. do a very fair trade in cigars; probably 90 per cent. of this trade is in 10-cent lines. G. L. Johnston, of the same place, also handles this line and finds it a good money bringer. He sets his average quantity of better class cigars as 75 per cent. of his total sales.

Williams & Son, of Picton, do a splendid trade in cigars. Mr. Walsh takes special care in handling these goods and always keeps them in the best of condition. This, of course, is the secret of successful sales. He finds that the sale of better class cigars exceeds the cheaper varieties by five to one.

Grocers Considering Increasing Trade After the War

In this investigation a GROCER representative spoke to a large number of grocers. In some instances, it was reported that the stores had temporarily abandoned this business because so many of the men on whom they were wont to depend for this trade were away at the front. Without exception, however, where this condition prevailed, the investigators were given to understand that after the war these stores intended to get back into this line of business harder than ever.

Butler Bros., of St. Thomas, Ont. are another firm who do a considerable business in cigars. Their business is to a great extent a matter of jobbing to smaller grocers. They find that the better and cheaper grades sell in about equal proportions.

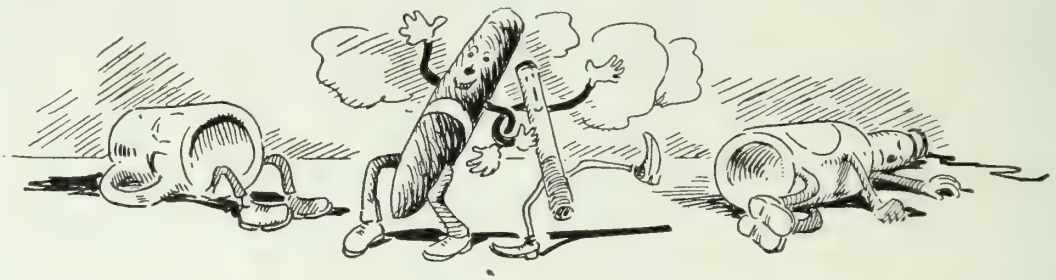
H. L. Charleton, of Aylmer, Ont., notes the same proportion of sales. J. A. Trestain, of Tillsonburg, on the other hand, sells only 5-cent cigars.

F. McDougall, Ingersoll, Ont., also handles cigars, and finds that the 5-cent line, with the farming trade, has a little the edge on the more expensive goods.

His Own Best Customer. An Expert Sells Cigars

S. M. Fleet, of the same town, has stocked cigars ever since he has been in business. He states that he is his own best customer. But then with two or three customers as good as himself, Mr. Fleet might well consider his cigar department a very promising proposition. Mr. Fleet admits a modest total of 300 cigars smoked every week, and they have certainly not slowed down the energy displayed in the business. Mr. Fleet has a display case for these goods to the centre and rear of the store. Being a smoker himself, he knows how cigars should be treated, and consequently they are a very attractive display.

The cigar and tobacco business is a growing one, and one that many grocers have found of value. Where it has not so proved, is largely because the merchant has not had the time or inclination to give it the care it requires.



Prohibition and Sale of Light Beverages

General Opinion That Spread of Prohibition Has Encouraged the Consumption of Lighter Beverages—What Some Merchants Think of the Question — A Compilation of the Answers Received—What Are the Favorite Summer Drinks?

THERE has been a general wave of prohibition sweeping over the whole world of recent date, and its effect has been felt in the most of the Provinces of Canada and Newfoundland. Several of the Provinces have of very recent date been added to the list of those who have gained a seat on the Waggon. Ontario declared for prohibition some time ago though the bill did not come into effect till September last. Newfoundland began an era of prohibition on Jan. 1st, 1917. Manitoba in March, 1916. New Brunswick's new prohibition law comes into effect on May 1st, 1917, and that of British Columbia on July 1st next. This means that when these provinces are added to those that have already gone dry, by far the greater portion of Canada will be turning a deaf ear to the "Have one on me" suggestion. Convivial souls will unquestionably still indulge, but the simple process of pushing the swing door and elevating one foot on to the brass rail, will have become so complicated that it is probable that the unwavering followers of John Barleycorn are likely to be largely decimated. At least that is the way that a good many people who rather pride themselves on being gifted with the nimble wits of the late Solomon have been doping the question out. It looks too as though these local Solomons had fallen on a real idea, the spread of temperance does seem to have affected the light beverage market at least. Mankind in general seem to be thirsty souls, and deprived of one form of liquid refreshment they have taken with avidity to another. Is this fact capable of proof? We judge that it is. We have attempted to prove it in a measure at least by querying merchants in all parts of the country with reference to the matter.

Opportunity At the Door

In many instances it is true that these

replies proved nothing except if this opportunity had actually knocked at the door, there had been nobody home to receive the visitor. On the other hand there were those who had an eye peeled for the appearance of this stranger and actually saw, or missed him as the case might be, and from their observation it is possible to estimate just how hard this opportunity is actually knocking.

The Vote On the Question

Getting away from this lofty manner of speaking and adopting the argumentative methods of those mechanically minded gentlemen who compile the government statistics we would state the case in this wise. To the question as to whether the spread of the prohibition movement had a good effect on the sale of temperance beverages there were twenty-five hearty voices joyfully announcing that it had. The bass part was carried by eleven other voices chanting a gloomy "No." As a silent partner to this chorus there were a number who refused for one reason or another to vote at all. The second question put was in reference to the individual experience of merchants, and had to do with the cold hard facts of the case. "Did you notice any increase in your beverage sales in 1916 over the preceding year?" For the affirmative 20 votes were cast and only seven for the negative, a fairly convincing proof that the causes above suggested had influenced the situation. In both cases theoretically and practically the decision was over two to one in favor of the opinion that prohibition had been a stimulating element in the light beverage sale. Getting down to definite cases, D. C. McBride of the Okanagan Grocery Co., Vernon, B.C., writes as follows:

"The temperance wave which has swept our country has, no doubt, generally stimulated the sale of lighter beverages. While we in B.C., even at this late date, are not certain as to the outcome of the vote taken, yet we are sure if Prohibition wins and on July 1st next, the bars close, an impetus will be given to this line through the GROCER."

A good many of our correspondents living in districts where prohibition has only recently come into operation state that it is impossible yet to give a judicial opinion.

Pearlman and Co. of Magnetawan, note that the bulk of the sales in this line take place in the summer time, and that since the prohibition enactment came into force there has been comparatively little sale and consequently the question could not be considered as thoroughly tested until the next summer's trade had passed.

Fulton Bros., Chesterville, Ont., are of the opinion that sales of this line of goods should be much better than when whiskey was on sale.

Brief Opinion, Yes and No

D. J. Millan of Kingston replies to the question with emphatic brevity. "It certainly has had an effect," he states, "and our sales show a decided increase."

Summer drinks, in the order of their priority, as noted from an investigation made of the subject by CANADIAN GROCER:

Grape Juice
Orangeade
Lemonade
Ginger Ale
Lime Juice
Raspberry Vinegar
Soda Fountain Drinks
Birch Beer
Cream Soda
Lemon Sour
Aerated Waters
Sweet Cider
Cherry Wine
Unfermented Port Wine

P. Bowey and Sons, Brucefield, are still more brief and still more emphatic but their opinion is on the other side of the question they answer both question with a simple "No."

Dan Geddes of Dondesborough, Ont., is an even stauncher opponent of the opinion. "It has had a great effect," he states "in lessening the sale."

B. Connolly of Boyd, Ont., is of a somewhat similar opinion though he arrives at it by a different method. "I haven't handled any soft drinks of any kind for the past two years," he states, "but I was asked for them more often two years ago, than during this last year." I really think that very few wish for soft drinks in this part of the country and therefore I do not handle them." Doubtless Mr. Connolly is right in his assumption, though it is possible that the falling off in demand may be accounted for by the decision not to encourage that demand.

Doctors' Recommendation Increase

J. Clarke Bradley, Niagara Falls, Ont., also considered that the operation of the Ontario Prohibition Act had come into operation too late to make it possible to decide whether it would mean an increase in other lines or not. He noted however, an increase of 30 per cent. in his sales of light beverages during the past year. His method of achieving this very satisfactory result was by pushing the sale on his delivery routes and over the counter and by stating the value of Ginger Ale in the sick room, an argument that he backed by the opinions of some leading physicians. This is a hint that anyone reading this article might well consider.

Gain Brothers of Yarmouth, N.S., state, "Our customers are not generally users of alcoholic beverages, hence the increase in the sale of soft drinks that we note is accounted for rather in the increase in our general trade. The increase in our sale of grape juice is quite noticeable this last year and we believe this sale in this line will continue to increase."

Eastern Opinion Favors Affirmative

Turnbull and Co., Digby, N.S., while stating that they do not handle light beverages very extensively are confident that the spread of prohibition will materially increase the sale.

P. E. Outerbridge, St. John's, Nfld., states that though the prohibition movement only came into operation Jan. 1st, his sales of grape juice increased 50 to 60 per cent. over the corresponding three weeks of last year. Mr. Outerbridge noted a steady growth in the sale of this line in view, he believed, of the coming prohibitive legislation. Steady advertising in the local papers, the use of slides at the local movie houses in conjunction with persistent personal canvass was largely responsible for the very satisfactory forward move in the business. Leaving these personal opinions, let us get back to figures again.

Most Popular Summer Drinks

Did you ever figure out which was the most popular among the summer beverages? It is a matter of interest as well as of moment. We propounded some queries relative to that matter. The three most popular summer drinks, at least from the standpoint of the grocery store, are grape juice, oraneade, and lemonade, these each obtained a total of nine votes. Ginger ale was a close second with seven. Lime juice came next with six followed by raspberry vinegar with five, from that there was a general slump in popularity; soda fountain drinks, Birch beer, cream soda, and lemon sour, each gathered in two votes following which there is a long list of drinks that are favored with only one vote. They are aerated water, sweet cider, cherry wine, unfermented port wine and root beer. Be it noted that these results were obtained in answer to an enquiry as to which was the most popular light beverage. There is a wide diversity of opinion, but the majority for some lines was very pronounced.

Is the case proved? It would seem that it is. We believe that when the summer comes again it will be still more emphatically proved. Keep your eyes open, opportunity is around somewhere. Try angling for him with a little more energetic pushing of these summer lines. it is doubtful if he will be able to resist the bait.

The Ad. Killer

The man who stops his little "ad."
Is not so very wise, bedad!
Because his advertisements tell
The public what he has to sell;
And if his "ad." is not on deck,
The people pass him up, by heck!
And none of them will hesitate
To trade with merchants up-to-date
To stop your "ad.," we would remark,
Is just like winking in the dark;
You may know what it means, but gee!
Nobody else can ever see.
So do not for a moment think
That when you cut out printers' ink
Your're saving money on the side;
'Tis merely business suicide.

Featuring the Provision End

A Department That in Actual Sales Value Stands at the Head of the List.—The Experiences of Some Merchants Noted—How Modern Equipment Aids Building Trade.

THE provision department of any store is a very important feature, and a feature that grows increasingly important during summer months. Take the item of cooked meats, for instance, always a good selling line, but a line whose sales increase materially with the coming of the warm months. Housekeepers do not like to tackle the proposition of a big dinner, and even the tired business man is not inclined to hanker after a heavy dinner in the blistering days of summer. So it is in this time that the provision section comes particularly into its own, and the cooked meats, the bacons, and similar prepared or easily prepared dishes reach their maximum sales.

A Separate Provision Department

H. L. Charlton, of Aylmer, has always done a very successful provision business, but he believes that with improved equipment that this business could be most materially increased. It is his intention also to add a butchering department to his establishment, and to generally make a most aggressive campaign for the improvement of this business. The provision department of this store now occupies a separate section, but it is proposed to greatly improve the equipment of this department at the same time that the meat department is installed. A new refrigerating system will be installed, and all the modern aids to a successful business. These modern inventions are the only way, Mr. Charlton believes, that the provision end of the business can be made to pay in these days of high prices.

Modern Methods Eliminate Wastage

For instance, the hand cutting of meats is not only slow and untidy, and not too scrupulously cleanly, but it is also enormously wasteful. In hand cutting of cooked meats there is an unnecessary wastage in the ends of cuts which with machine cutting is almost eliminated. Moreover, people have come to like these modern ways and unquestionably they serve the customer in a much more attractive way than by the old system. There is a vast difference in the appearance of machine cut meat as it appears on the housekeeper's table, from the old, haphazard hand cutting. It is a little additional attractiveness that has been an element in building trade in that line that is not to be overlooked.

Attractive Provision Dept. of D. McLean, Toronto

D. McLean, of Roncesvalles avenue, Toronto, is another merchant who believes in keeping his provision department separate from the other departments of his store. This system has proved with him to be a satisfactory method, and has been one of the reasons for the very substantial trade done in this line. Mr. McLean was asked if he noted any material increase in the sale of these lines during the summer months. He admitted that the summer time was one of the best times in which to sell goods of this character, though he found a very satisfactory trade for these goods all the year round. An interesting feature of Mr. McLean's experience with this line of goods was that, though these goods have some of them doubled and trebled in price, there has been no decline in the sale. Take cheese, said Mr. McLean, why a few years ago you could sell it at eight to ten cents a pound, and now look at the price of it; but despite that fact I am selling more cheese than I ever did. I have a glass case for it right on the counter there in my provision department, and leaving it so displayed is the only actual effort that I make to try and sell this line, and yet it has proved a very rapid seller.

Mr. McLean is quite a believer in modern equipment in a grocery store. He has an electric coffee mill, a new and modern meat cutter, and modern scales. These last are quite a recent addition, as Mr. McLean had several scales that seemed quite satisfactory. In speaking of the change, however, he stated that it was hard for him to realize how much this modern equipment had simplified the work of the store. The time and labor of weighing and packaging goods has been more than cut in half. This is very generally the opinion of those who have discarded old equipment for something more consistent with present business methods. The CANADIAN GROCER representative, though he has talked with many grocers, has yet to find one who has any regrets over any little improvement in store equipment.

Effective Display Counters

Wm. Forester, also of Roncesvalles avenue, Toronto, is another store that has gone fairly extensively into modern equipped. On one side of the store is a glass faced counter for displaying goods. It has also another novel feature in that it is also glass topped and has display bins facing upward, so that they are always before the customer who is standing at the counter. It is a very effective form of display fixture.

The provision department of Mr. Forester's store is also an important element in the store's trade, and is thoroughly modern in its equipment. The interest indeed that most progressive merchants are taking in this department, is a sure sign that they are awake to the possibilities that it offers, as well as to the advantages to be derived from a thoroughly up-to-date equipment.



Interior of D. McLean's store, Roncesvalles Ave., Toronto

AUSTRALIAN JAM FOR ALLIED ARMIES

Australian trade reports indicate an abnormally good season in the production of fruit in Victoria, Tasmania, and New South Wales. The production being far in excess of domestic requirements, large quantities of jams have been offered to the Imperial Government for supplies to the British and Allied armies. After some negotiations, it is announced that over forty million pounds of Australian jam has been sold on War Office account at an average rate of from 10 to 10½ cents per pound.



Note the effective display methods adopted by this store

Store With Some Summer Suggestions

A Miniature Ice Business for the Grocery—Making the Customers Demands for Ice an Advantage Rather Than a Nuisance—Some Store Conveniences Hinging on This Activity—A Description of Other Activities of an Old-Established Ottawa Store.

DID you ever, Mr. Grocer, have an imperative telephone call break in upon you when you were rushing against time to get your orders out, and hear the voice of one of your best customers asking you to send her a lump of ice at once? Why, of course, you have. It is one of the very pet annoyances that the housewife can think out for the long-suffering grocer.

Well, why let it be an annoyance? Why not arrange so that there may be a little profit in the business? Why not arrange a system that will not mean the robbing of your own refrigerator, with the accompanying danger to much perishable stuff?

There is no very great difficulty in the accomplishment of this satisfactory end. There is no very great cost attached, and the cost is more than compensated for by the convenience that may be added for the store itself.

Encouraging a Business in Ice

This, at least, is the experience of A. P. Johnson, of Bronson Avenue, Ottawa. They have had a commodious ice-house built behind the store. This was originally built without any thought of serving customers, but the usual calls came and were carefully attended to, and by degrees quite a respectable business was built up in ice. Now this is not a thing greatly to be desired with the average grocery, because there is such a maximum of labor and such a minimum of returns attached to it. Even suppose the merchant does make a little gross profit on this business, by the time his delivery boy has hauled the ice out of the refrigerator, and it has dripped for a little while on the floor of the store, it has cost more trouble and labor than the business done under that system is worth. That, of course, is no argument against the business, but only against the system. Now with the system adopted by Mr. Johnson all this unnecessary labor and annoyance is avoided. The delivery rig can drive up beside the ice-house, and the necessary quantity of ice can be loaded without any loss of time or any disarrangement of the store. Then, too, there is the item of expense.

Mr. Johnson has this ice-house filled in winter, when the ice companies are filling their own storehouses. It is placed in big blocks and at a mere fraction of the amount that it would cost during the summer months. Thus it is possible to make a real profit on this activity, and yet not charge any more than the customer would have to pay from any other source. In this way this store has built up a very profitable item of trade out of a line that is usually the grocer's pet antipathy.

Owning Your Own Cold Storage

But this innovation has been put to other uses as well. Right in the centre of this ice-house, so that the stored ice is bulked all round it, there has been built a cold storage room, not overly large in size, but sufficiently so to take care of a very fair quantity of goods. Sufficient ice remains all through the summer months to keep this storage room at a low enough temperature to make it a very satisfactory storage place, and this convenience is obtained, as will readily be seen without any outlay.

Saving the Wastage Spells Profit

The store specializes in fish in the winter, always handling a large stock of frozen fish, and this cold storage is of inestimable value in caring for this line, as it is possible, therefore, to keep it away from other products that it might contaminate. In the summer time this same room is used for fruit. Every grocer knows of the fruit wastage that occurs, owing to perishable California fruit having to remain in the store over the Sunday. It is looked upon by many merchants as a more or less necessary waste, and is covered by the cost of the

goods. That, of course, is true, but there is a fairly established price for this kind of goods, and the price charged by one grocer must be fairly close to that charged by his competitors. Therefore, it is easily seen that this item of waste must come directly out of the profits of the dealer. If this wastage can be prevented, it is evident that it will be quite a considerable item in the dealer's pocket.

As was stated earlier in the article, there is naturally some expense connected with the building of an ice storehouse, but when you set that expense against some of the items of saving mentioned here, it will be readily seen that there must be a very considerable margin of profit in favor of the store.

Some Other Timely Suggestions

But, despite the fact that the store goes into the handling of ice fairly extensively, none of it is wasted. Even the large store refrigerator is only supplied with ice during the warm months. In the cold weather the refrigerator has been adapted to get its refrigerating qualities from the cold air that nature supplies for nothing. A pipe connects the refrigerator with the outside and a current of air is provided for. This is governed by a damper in the pipe, so that the refrigerator, while being kept cold, shall not get too cold. This system not only reduces the expense and trouble incident to ice refrigeration, but has also the beneficial effect of keeping fresh air constantly circulating through the refrigerator and helping to keep it fresh and clean.

Some Ideas on Handling Vegetables

There are some other things, too, about the store that are worthy of special attention on the approach of the spring and summer season. The cellar space, for instance, is divided off into separate sections. One is arranged to maintain a fairly moderate temperature, and the other part is kept at a considerably lower temperature. Currents of air help to achieve this result in the summer time, and in the winter time, of course, the manipulation of the outside air supplied. In this latter department are kept the vegetables for winter use. Each variety of vegetables is provided with a separate bin. When they are placed in their separate compartments they are covered with sand to protect them from the air. In this way they may be carried right through the winter months without any appreciable deterioration. In order to make this storage as commodious as possible, racks are put up some five feet above the ground, thus almost doubling the space, and giving still better storage for such commodities as Spanish onions, for with this system currents of air can circulate all around them.

A Store of a Ripe Old Age

These are a few of the suggestions afforded by this store that the average grocer, as he is considering plans for the opening summer trade, might consider with profit. These ideas are not the result of any snap judgment on methods that might prove satisfactory, but are the result of years of experience. The store in question has been in operation since 1874, and that is surely long enough to give the owner a very fair idea of what the real needs of his store may be.

In the illustrations accompanying this article there are some items of interest that might be noted. At the rear of the larger photo it will be noted that there is a glass-faced cabinet. This is used for bread and cakes, and has proved an effective method of making the most out of these lines. Not only by having them constantly under display, but also in its thorough protection from dust and dirt. The accessibility of the goods thus displayed is also a matter worthy of note.

In this picture, too, is displayed some modern display devices, as well as other conveniences, such as modern scales and electric coffee grinder.

At one side of the other photo is noted a glass-covered case; this was made especially for the store for displaying bulk dates. By keeping them covered at all times it was found that they would re-

(Continued on page 116.)



Interior of the A. P. Johnson store, Ottawa



Winner of First Prize in Class B Fruit Window Contest

Margins and Turnover

Get Away From Slipshod Computation—Some Un-noted Advantages of Reducing Stocks Carried—Some Astonishing Profit Figures.

By Henry Johnson, Jr.

PERHAPS we shall learn some very valuable things from present market conditions; though it's a cinch that most of us will pass through present experiences wearing grocers' blinders of well-known design, and thus see nothing worth while. But, after all, that will be just so much more to the advantage of those who do see.

No jobber to-day, no manufacturer either, has any surplus stock. None wants large orders; so there is no price concession to big buyers. Hence the single case man is about on a parity with the merchant who usually buys in quantity. Here is a ready-made illustrated lecture on speed of turnover and the value thereof the like of which has not been presented for years. For now we can see what it means to buy and sell one or two cases of tomatoes, and then do it over again indefinitely, instead of buying ten, twenty-five or fifty cases.

Lots has to be written about this, but I have not seen sufficient emphasis laid on the saving in labor-cost. In fact, I have seen nothing on this phase of the subject except what I have written myself. Yet the one biggest item in our expense account is the cost of manpower.

Now a total stock of one case of goods on your shelves, ready for daily sales, is just as good, just as efficient, representation of that line as the same case in the same place plus nine, or twenty four, or forty nine, in the cellar or back room. The one case can be picked up the minute it arrives and, with ONE HANDLING, can be put on sale. No re-handling except to get the goods out. But of the fifty cases, only one is put forward and forty nine have to be handled into storage, handled ont again, and very often repiled or rearranged, more than once before they are sold.

If this example be multiplied by, say, 500, to get at all the lines which customarily are stocked in excess of actual requirements, may we not see where we should be able to dispense with some help and yet do the same amount of business?

Cost of Excess Handling Plus Deterioration.

The foregoing is a big item in any business. Perhaps it will be well for each of us to study its relation to his own individual store. Then he may find that always it will pay to buy daily, weekly, from hand to mouth.

But there is another factor the importance of which is not appreciated. That is depreciation. And I think it is not unsafe to say that 99 per cent. of grocery merchandise suffers from storage and re-handling in the retail store. Soap gets hard—"seasons"—if long stored; but that is no advantage to the grocer, while wrappers become discolored and stock less presentable through keeping it. Cheese—certain kinds— appeals to a limited clientele when old more "strongly" than when new; but very little of that need be carried by you—better let the seller hold it and pay him a fractional monthly advance so you can buy it as you need it for sale.

All labels are injured by long storage or or exposure on the shelves. That's why most packers of canned products hold their surplus unlabeled and finish it up only a little in advance of sales. What would hurt their business hurts yours.

These are things we all know; but strangely enough, we do not act on our knowledge. Let us see if we can get a little closer to what is good for us under pressure of present conditions.

Accurate Computation of Turnover

And let us get away from our present slip-shod way of talking about turnover, rather the computation thereof.

Let us instance a merchant who carries $6,000 stock and sells $60,000 annually. He makes the broad general statement—somewhat chesty about it usually — that he turns his stock 10 times; but he does nothing like that. He turns his stock eight times, or two thirds as often as he should turn it. Let's demonstrate:

Goods sold for $60,000 cost on the average, 20 per cent less; which makes $48,000 at cost. Now, $6,000 of stock is taken at cost, and that goes into $48,000 just eight times. To make ten turns on a $60,000 business the maximum average stock cannot be more than $4,800. But any grocer, situated as the great majority are, can turn his stock twelve times; hence, the stock properly necessary for $60,000 annual sales is $4,000 worth.

Consider all the advantages of carrying $4,000 stock in place of $6,000. Some of these are: Releasing $2,000 of capital. This may get you out of debt and thus save from $120 to $140 annual interest, say $10 to $11.66 per month. Or, if you own all your capital, you will have $2,000 to put into some sound security—a neat little mortgage, say, to net you 5 per cent to 7 per cent depending on where you are located; which will mean $9.16 to $11.66 per month income about which you need worry and work not a particle. Also, that $2,000 will then be all assets, 100 per cent pure; whereas your stock is never apt to be more than about 75 per cent true, convertible assets.

Many a merchant would be independent day if he would simply reduce his surplus stock the correct amount to bring his turnover to twelve times a year—to consider no other phase of the matter.

Here, too, we can bet back to the consideration of how much cheaper it is to handle $4,000 worth of merchandise than $6,000. You can think of some points yourself; but my hope is that we shall learn something from present shortage of supplies.

Astonishing Earnings

Do you know that the average of grocery net profit throughout the country is about 3 per cent. Does that look small to you? Well, it is big. For with a turnover of 8, this yields us 24 per cent on our stock-investment, which should mean around 12 per cent on our capital; if the turnover is 10, this makes 30 per cent on stock, or around 15 per cent on capital; if 12, it is 36 per cent, or 18 per cent on capital.

Maybe here and there is a grocer who actually realizes 5 per cent. on sales and turns his stock 12 times—he shows 60 per cent. on stocks, or around 30 per cent. on capital! Worth while to try to work up to some of these things?

Now, big enterprises bear the reputation of working on narrow margins of net earnings. For long it has been said that Armour & Co. works on about 2 per cent. net. But in 1916 Armour's sales were $525,000,000. One per cent. thereon would be $5,250,000; and that would provide just about 25 per cent. on Armour's old capitalisation of $21,000,000 I think it was. Two per cent. would equal $10,500,000 and provide 50 per cent. on capital. But the FACTS are that the company earned nearly 4 per cent., and so provided about 100 per cent. on its old capital.

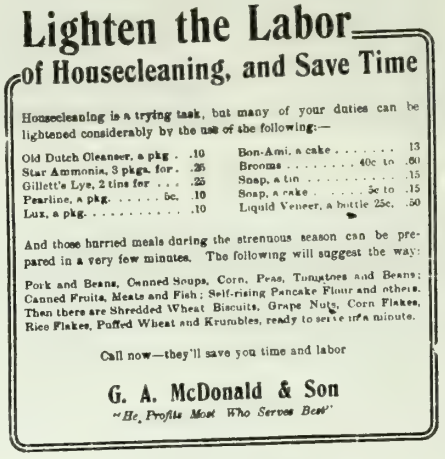
American sugar did $200,000,000 of business. At one per cent. this would mean $2,000,000; but it earned 4½, or $9,000,000.

Let us think along these lines: Small stocks; small expense; rapid turnover. The first is entirely within our control. The second, as we have seen, is provided for in great part by the first. Then, let us strive for the point we do not control so intimately—quick sales.

Housecleaning Materials for the Summer Home

An Opportunity for Featuring These Goods Well Into the Summer Months—Keeping Track of the Family Movements From Year to Year Often Proves of Value —Making a Bid for the Summer Trade in These Lines of Goods.

THE bulk of the housecleaning activity is associated with the early spring and fall. But there is one phase of housecleaning that drifts over into later spring, and even into the summer months. This is the housecleaning that is incidental to the holiday resort movement. People start moving off to their summer cottages or summer homes in late June or early July, and there the old housecleaning activity has to commence again. Perhaps not on so large a scale, but still large enough for the housekeeper to need every aid available to help to make this trying day or days as light as possible.



A Timely Suggestion

Keeping Tab on the Family Movements

This is an opportunity that the grocer might well prepare for. He will, of course, know the time when the family is moving away to the country, and it behooves him to see that they go away armed with the whole battery of household artillery. That is a point that the merchant should provide for. He might very well keep a list as some merchants have done, noting down the dates of the flittings of the different families whom he serves. By looking over this list the subsequent year he is in a pretty good position to know just about the time that this year's migration may take place.

It is possible for him to refer to the matter by speaking of the day the family left last year. This, of course, gives the housekeeper the pleasing feeling that her household has never been very far from the grocer's mind. Most people are amenable to this kind of flattery.

Then, too, this opens up another field for salesmanship. The grocer can figure out from his records of sales to this family just about what amount of these various goods they would likely be in need of. By this timely suggestion it would be possible to encourage the housekeeper to make one purchase for her summer needs.

It is a pretty safe proposition anyway, for the merchant to keep these lines on goods well to the fore during the summer months. They are lines that need advertising as well as others, and possibly often pay better in actual returns for the time spent upon them than many more showy lines of goods.

BANANA BREAD IN SIGHT

If the price of wheat and flour continues to soar New Yorkers may soon be eating bread made out of banana flour or rice flour. Bakers throughout the city are seriously considering the adoption of substitutes for wheat flour, which are said to be cheaper and more nutritious.

Experts declare that bread made from either banana flour or rice flour is more nutritious than wheat bread. Banana flour bread, however, has a peculiar sweetish flavor. Rice flour makes a close-grained white bread, which is said to be especially appetizing and nutritious. It costs a little more than some of the other substitute breads, however.

BERMUDA'S ONION CROP

The crop of Bermuda onions that forms so large a part of the commerce of that island, is estimated at about 135,000 crates. The bulk of this crop is marketed in the United States and Canada. The potato crop of the island has suffered greatly from rains and is far below normal. It will probably only reach 35,000 barrels.



The Pick-up Train Loading Bananas, Costa Rica, Central America.

The Romance of Business

A World Business the Growth of Half a Century—The Dramatic Story of the Banana, Its Introduction—Its Development—Its Far-reaching Influence—The Care and Culture of the Banana From the Bulb and Sucker of the Jungle to the Retailer's Store

THE inside annals of trade are not the cut-and-dried, dismally, commonplace things that most outsiders think them. The outsider sees the product of trade brought to his door by a commonplace grocer's rig, and his mind, if it follows at all, follows no farther than the familiar grocery store on the corner, therefore he misses the world of romance that has haunted the pathway of this product from far away lands to his own modest doorstep.

For it is a romance, this romance of trade. Should the reader not believe it, let him follow this story of one of the most familiar foods known to the North American continent, and see if he may not find therein some hint of this romance.

The First Banana Fifty Years Ago

It was back in the year 1866 that the first banana was seen in America; it came from Columbia, Central America, to a New York importer named Franc. It was looked upon as a curiosity, nothing more, and after being a nine days' wonder, it was quickly forgotten.

Four years later, Lorenzo Baker, the captain of a Cape Cod fishing schooner, took a party of gold seekers some 300 miles up the Orinoco River in Venezuela. History reveals nothing of the success or failure of this expedition, but it does go on to tell of the homeward voyage of Captain Baker; of the stop at Jamaica, and the freak of fancy or the gift of foresight that led him to load 70 or 80 bunches of bananas, on the off chance that he would be able to find a market for this novel fruit. Weather favored him and making a quick trip he landed at Boston where the cargo of bananas, if such it may be called, was unloaded, and sold at a fancy figure. This was the first commercial venture in a business that has grown into a business almost beyond the dreams of possibility.

A Dream of World Business

It was this venture that put the dream of a great business into the mind of two young men. The first of these was Andrew W. Preston, then a fruit merchant in Boston. He saw the possibilities, where other men saw only the novelty. He believed that if this fruit could be produced and sold at a low figure that it would revolutionize the fruit trade of the world. Therefore he formed a small company of business associates, with the avowed intention of making a business on the solid ground work of small prices on enormous sales. The working out of this policy was no small matter. It had to do not alone with the marketing of the product. It had first to produce the product to be marketed. It meant the creation of one of the largest agricultural enterprises in the world. It meant changing the face of whole countries. It meant fighting the rank growth of the jungle, whose very breath was almost fatal to man. It meant building great lines of railroad, and the creation of a great mercantile fleet.

Side by side with Preston in this great fight, was a young American engineer, Minor C. Keith, then only twenty-three years of age. When the need for a railway through the Costa Rican winderness was pointed out to him, he tackled the job, with the enthusiasm of a boy in search of adventure. If it was adventure, the meeting and facing of hardships that he and his brothers were looking for, they certainly found it. The first 25 miles of that railway cost 4,000 lives. Even the Jamaican negroes died like flies in those miasmic swamps, but the Keiths fought on to force that railway through the unwilling wilderness. The work was only partially completed when the money failed. Keith called the negro workers around him and told them of his plight, offering them their passage

back to Jamaica, with full pay. But they had faith in their young leader and would not go, and for nine months they worked cheerfully and eagerly with never a cent of pay. At the end of that time the work was so well advanced that capital, that comes with certainty, came to his aid, and his faithful followers were paid. It took nineteen years to build the hundred miles of railway to the Costa Rican capital, San Jose, and every foot of that way was a record of the triumps of man's skill over seemingly insurmountable obstacles.

Making a Business of the Railway

But the railway was built, and once built, Keith had to provide the business for the railway, so the swampy jungle was cleared and drained and planted with bananas.

Every merchant who handles fruit is familiar with the banana known to the trade as Port Limon; they come from the plantations cleared and planted and cared for in the first years of the trade by Minor C. Keith and his faithful band of dusky followers.

The Realization of the Dream

But the dream of Preston had come true, the banana sold at a reasonable price had proved itself, and the demand was far in advance of the supply still. Then, too, bitter experience had taught the folly of depending on one source of supply, so the activities were broadened. Immense tracts of land were put under cultivation in Jamaica and the banana known as "Gros Michel," which might be translated into common parlance as "Big Mike," became a feature of the trade. This industry grew like a fairy tale. In 1914, the annual export from that island alone amounted to 18,000,000 bunches.

But even this was not enough to meet the daily growing demand, and great tracts of land were developed in Columbia, South America, where the banana known to the trade as the Santa Marta, taking its name from the shipping point, is grown, and in Gautemala, Central America, from whence the banana known as the Changuinola hails.

The extent of land now under cultivation in these countries is almost past imagining, and it all grew from the business dream of Andrew W. Preston and Minor C. Keith.

There has been indeed a wealth of romance in this commercial conquest of the tropics, fostered by men of large vision and untiring energy. The activities of this great industry has meant wealth and stability of Government that many of these countries never knew before.

The Care and Culture Needed

But to turn for a moment to consider the actual production of the banana that has grown into such an enormous business. There are many people who believe that in the tropics you can expect anything, and therefore that it is natural to suppose that bananas will go on generously producing themselves without any care from man. Well, so they will, just as the wild apple will grow by



A record bunch of bananas. It measured 22 hands and contained an even 300 fingers

itself without any care, but who but the small boy, who will eat anything, would think of eating a wild apple. Neither will the banana of commerce grow even in the tropics without the most watchful care. There are banana farmers just as there are wheat farmers, and the one is just as actively engaged in caring for his product as the other.

Bananas Never Ripened on the Tree

There is another widespread misapprehension in reference to the banana that might as well be corrected, and that is that the banana ripened on the tree would be so much better than those artificially matured. That sounds a reasonable enough supposition, but it is not the fact. No one in a banana country would think of eating a tree-ripened banana. For one thing, the fruit expands in ripening on the tree and the protective yellow envelope, one of the great virtues of the banana is cracked and permits the admission of all manner of small insets, beside that the banana itself loses its flavor and becomes tough, stringy and flavorless. Strange as it may seem, the artificial method of ripening seems to have improved on nature's process.

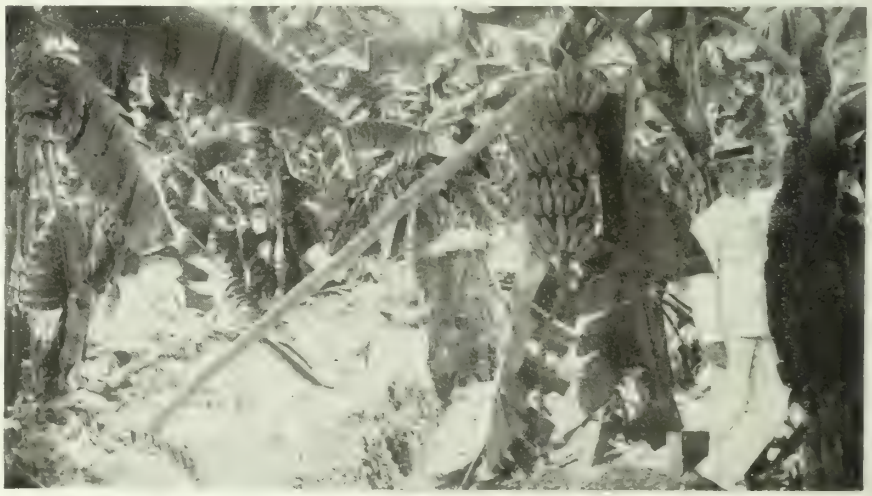
Exit the Red Banana

The question is often asked as to why the red banana that used to be seen quite frequently some years ago, and which was fancied by many, has practically disappeared from the market. It is due to the fact that this variety has not proved itself satisfactory for transportation. The red banana will not cling to the stalk like its yellow brother, and even with the utmost care, it is impossible to deliver them in good condition; for this reason the effort to put them on the market has been largely discontinued.

The Shores of the Spanish Main the Paradise of Bananas

All around the shores of the Caribbean Sea, the old Spanish Main of romance, there has grown up the myriad activities of this great commercial venture. Columbia, Costa Rica, Gautemala, Cuba, Honduras, Jamaica, and Panama, all of these countries bordering these historic shores, have a great interest in this undertaking. Because the low lying lands shielded by a backbone of mountain, with their hot days and humid nights, and their heavy annual rainfall have proved to be the perfect location for this great agricultural venture.

The modern banana plantation is carved out of the jungle, the land cleared of its luxuriant natural growth at the cost of immense labor, and planted with bulbs or shoots from parent stems. The banana tree is not in reality a tree at all, but a plant with the leaves growing up through the centre of the stem. One blow of a machette will easily go through a trunk 12 inches in thickness.



A bunch of Chaugindla bananas ready for cutting



Scene in a Banana Plantation, Colombia, South America.

How the Young Plants Are Grown

The bulbs or young plants, called suckers, are set out at distances varying from 15 to 22 feet apart. In this way the young plantation is set. No fertilization is necessary, owing to the great fertility of the tropical soil. But there is the need for constant cultivation, for nature that is so benificent to the banana plant, is equally so to all vegetation, and this growth must be constantly cleared out to give room for the growing banana shoots. The banana tree, as it is called, is really an annual, though it will continue to produce fruiting shoots for a number of years. The fruit stalk bears a single large blossom of a dark red purple color. Some unimaginative person has likened it to a hunk of liver. Though unimaginative, the simile is exact. That is about what the blossoms look like. From the unfolding petals of this blossom the tiny "hands" of bananas are formed. In nine to eleven months the tree matures its single bunch of bananas, and its usefulness ceases. It is destroyed in gathering the bunch. If these plantations had to be set out anew every year, it would be an unprofitable operation, but fortunately from each parent stem there goes out stems, or suckers as they are called, that take root beside that parent tree, so that within the space of two years a plantation will be in full bearing with probably three plants to a hill, that will go on reseeding themselves as the matured plants are cut down.

Getting the Cargo Moving

Now for a brief description of the method of handling. The manager has informed the plantation superintendent of the time of arrival of the ship and the number of bunches that will be required. With this information the superintendent figures out the number of bunches that shall be delivered by each farm or plantation. This decided upon, cutting gangs are sent out under the charge of foremen, who in these climes do their daily work under the magnificent name of Mandadores. This imposingly named gentleman goes through the plantation picking out the bunches of just the right maturity, then the cutter, a fine, swarthy Jamaican negro, comes along with his cutting equipment, which consists of a long pole with a spade-like blade at the end, a machette, or cutting knife, and a short piece of steel with a hook at each end. This steel hook is raised on the pole and hooked over the small end of the stalk, and the other end hooked to the tree stalk. Then the cutter jabs the trunk of the tree some distance below the bunch, cutting it half in two. The weight of the bunch bears the top over, and the bunch that stood about 20 feet from the ground, is brought within easy reach of the cutters. A blow of the machette cleanly cuts the large end of the stalk. The stalk is trimmed and it is laid on the ground to await the arrival of the mule carrier, who places it with three others on the mule pack, and delivers it to the pick-up pile at the side of the railway which runs through the plantation. These piles are covered deep with banana leaves to protect them from the sun and weather. After sundown, in



Unloading bananas at Mobile, Alabama. Note the conveyors in action



Fruit conveyor method of unloading bananas. Each machine handles 2,500 bunches per hour.

the comparative cool of the evening, the train comes along and the pick-up piles are loaded into cars carefully padded with thick layers of banana leaves. Thus it is conveyed down to the waiting steamer, where the carriers load it into the hold of the steamer, which comes precooled, by a special system, so that the bananas may not ripen during their trip to the port of discharge.

Unloading 10,000 Bunches An Hour

Once the steamer is made fast to the wharf, three or four unloading machines are run up on a track facing the edge of the wharf. In outward appearance these great machines resemble the great battering rams that history tells destroyed the walls of Babylon. There the likeness ceases however. A long arm extends over the ship and from this arm there drops into the hold an endless chain of canvas pockets. A bell sounds somewhere and wheels begin to move and up come the green bunches each lying securely in its own protecting pocket, across and down the wharf where they are discharged on a horizontal belt conveyor a few yards in length. At each unloading machine stand a long row of sweating darkies. Two inspectors perched up on big platforms are on each side of the delivery shoot. In one hand there is a light cane and in the other the string of a recording machine.

The endless chain begins to move and the green bunches appear on the platform. The first of the line of negroes steps up and gets his shoulder under the bunch as it is discharged from the platform; the unloading has commenced, and until the last bunch is out of the hold there will be no stopping of that long snake-like line of sweating ebony humans starting off with the bright block of color on his shoulder, or returning for another load. And never for a moment is there a cessation of the hoarse-voiced directions from the inspectors, calling out colors, for so the different cars are designated, and touching the passing negro lightly on the shoulder with the cane as he passes below, as a sign that he is the one referred to. With every banana the bell is rung, noting another banana one step farther on its journey to the consumer. Expert men these graders. They must be able to tell at a glance the number of hands in a bunch, the exact quality, and be awake every moment for a glint of appearing yellow in the green surface. All these ripening bananas are held for local shipment.

Example of Efficiency

This scene of unloading is a model of efficiency. Each machine will discharge 2,500 bunches per hour, with four conveyors running 10,000 bunches per hour, or a shipload in a little less than five hours. Consider what this means in the matter of efficient management. Each bunch must be put into the conveyor in the hold of the ship by an individual workman, each bunch of bananas must be handled separately into the car, yet the record of 10,000 bunches an hour is maintained.

The cars are re-weighed to get the gross weight and are shipped to their different destinations, coming often under the inspection during transit, so that they may be protected against too rapid ripening. From there to the wholesalers' ripening rooms, and out on the local delivery rig to the individual retailer, is the last familiar step on the journey.

Will anybody say that there is not romance in at least some of the products of trade?

Note.—The CANADIAN GROCER is indebted to George P. Spindler, of the Fruit Despatch Company, New York, for much of the information and illustrations appearing in this article.



The final step of the banana's journey to the consumer

TO CULTIVATE HAYTIAN SUGAR

As an outcome of the treaty recently executed between the United States and the Republic of Haiti for the development of the resources of that island, a group of bankers in New York, Chicago and Cincinnati have taken the first step for the formation of the Haytian-American Corporation, under the laws of New York, and capitalized at $6,000,000. The company has acquired control of the railroad, electric light plant, wharf and warehouses in Port au Prince, and the electric light property at Cape Haitien, and with these facilities proposes to cultivate and grind sugar cane principally in the fertile plains of Cul de Sac and Leogane. To that end the company has obtained control and ownership of more than 20,000 acres of land, and will at once install a centrale with a capcity of 2000 tons a day.



The circular counter that occupies the centre of the Barnesdale Trading Co. store.

Remedies the Backbone of Business

An Account of the Standard Remedy Department in the Store of the Barnsdale Trading Company, Stratford, Ont.—An Account of the Growth of This Business, With Some Suggestions as to the Methods Employed.

THERE is a feeling among some mercants that there is a line of demarcation between the grocery end of a business and any trade in standard remedies, that in a grocery business these are more or less out of place, and consequently that they cannot well become a factor in business.

This is a charge that is easily laid, but it is not easily proven. The Canadian Grocer acting for the defence, calls on the Barnsdale Trading Company of Stratford, Ont., as a witness. Now this is the story as outlined by A. C. Barnsdale the Secretary Treasurer of the company.

For some seventy-two years this business has been in existence under Mr. Barndale's father, and it was only his death last spring that removed him from active control. For sixteen years of that time the firm here occupied their present site, facing the Armouries, across the market where every farmer who comes to market must perforce pass their door and come under the influence of the fine broad extent of window that makes the front of the store. The store has always been here or hereabouts and the name "The Hub" is not ill chosen.

A Store of Three Departments

Roughly speaking the store is divided into three departments. Confectionery and bread, for there is a bakery in connection with the store, the grocery department which is of course the pivot of the business, and the standard remedy department, that from a very small beginning has grown into one of the greatest elements in the stores business.

Standard Remedies the Backbone of Business.

It was some fifteen or sixteen years ago, that Mr. Barnsdale's father first ventured into the Standard remedy field. There was no particular reason for him adopting a new line, except that he was always keenly awake to any possible opportunity, and that this line seemed to have all the outward appearance of opportunity to his thinking. In other words he had the idea that the drug stores were making a very respectable profit on their line of goods, and that it was a profit of which he might very well have his share.

The result of this was that a few lines of saleable standard remedies were stocked, and a small place made for them among the other goods. It may be that Mr. Barnsdale was contended with a somewhat smaller profit on his goods than some of those in the regular drug trade, whose prices have been a stock subject for jest for many years past, at any rate the first little order was sold, and showed a comfortable profit. Not a fortune, you understand, but sufficient to show that there was some money to be made in that line. The success of this first venture, proved to Mr. Barnsdale's satisfaction, that he had not made a wrong guess when he considered this trade and saw in it the the hand of opportunity.

From that day to this the stock has been steadily added to, till at present it embraces practically all the known standard remedies, as well as a complete line of toilet sundries.

Featuring Remedies as a Trade Bringer.

As will be seen in one of the accompying photos, the department has long outgrown its first early quarters. It now

occupies a long section of the left hand side of the store as you enter, one of the most effective selling spots in the store.

Three silent salesmen ranged side by side serve as an attractive display for toilet necessities, brushes combs and similar lines of goods, while behind row on row rises a formidable array of standard remedies. This is the Standard remedy department, that from a small item of business has grown to be perhaps the greatest factor in the whole business.

Now it is to be remembered that this is not a drug store. Here are sold only such remedies and general sundries as can be sold without any knowledge of pharmacy, there is no infringement of the government legislation regarding the sale of dangerous drugs. None of these are sold, the business is entirely one of standard remedies, toilet preparations and sundries, the item of drugs as such is entirely lacking.



A corner of the Standard Remedy Department. Note the neatly arranged shelves

Building Sales in Medecine

How has this large business been built up, for the sales in this department are unquestionably large? The answer must be by judicious and persistent advertising both in the newspapers, and by means of window displays, and by selling these articles at a reasonable profit. The word reasonable is used advisedly for there is no murderous price cutting. Sometimes when for some reason or another a medicine has ceased to move it is sold at a low figure, but that is an accepted principle of unloading dead stock in operation in practically every business, and it is to be noticed that the firm figures to get a good profit on practically everything they sell. In some instances they sell below the figures of the old fashioned drug store, but the old fashioned drug store is singing its swan song anyway and in its place is coming the cut rate drug store, the sure indication that the profits under the old regime were too high.

But this business has not been built up on a basis of price cutting. The surest indication of this is that certain lines, that are sold under a hard and fast agreement forbidding any lowering of the established price are among the best sellers on the whole list.

How The Business is Handled

Now a few words about the actual handling of this business. There is no special clerk delegated to this department



Looking back from the Stnadard Remedy Department. Note the prominent position of the silent salesman featuring cigars.

because there is no particular necessity for trained drug salesmen in selling standard remedies, for that reason again the department is particularly applicable to the general store. One clerk however is in a measure responsible for the department, in that she, for it is a young lady is responsible for seeing that the stock is kept up. The spare stock is kept in a locked room on the second floor, and over this room this clerk holds sway. She suggests what is needed and how much, and generally keeps track of the department. Of course Mr. Barnsdale and his manager George Fulcher keep a general oversight of the buying end, for they have access to the buying book, that shows a complete record of every purchase made since the department was instituted. This record has proved invaluable on many occasions in gauging the probable demand.

But one of the greatest elements in the success of this department is the matter of advertising. That has always been a principle of the store, but has been accentuated since A. C. Barnsdale, became actively associated with the store. Mr. Barnsdale got his early training as a theatrical manager, and as everyone knows that is one of the best schools of advertising, and one where the value of good advertising is most thoroughly known. In the first place there is the advertising value of the inside display. And that is a very large element. Everything in the display device line is used to feature these drugs. And no line is ever permitted to become depleted on the shelves. The very large reserve stock carried by the firm makes this an easy matter for the clerk in charge to attend to.

Same Ideas on Advertising.

Then there is the matter of window display. The firm can boast of three large display windows, these are equally apportioned between the different departments of the store. Mr. Barnsdale, believes that in window display work it is well to keep pounding at one idea. For that reason he is convinced that the way to get best results is not to permit the observers attention to be dissipated by too complicated a display. Use one item in the window he says, or at most two. The same contention holds with newspaper advertising. Limit the number of lines mentioned to get the best results. People will never remember a long list of things. If the idea is to put a punch in the advertising it is a good idea to punch in one or two places. Then these punches are liable to be remembered for themselves, and not merely leave one with a dazed black and blue feeling.

The firm has been so long in business, and has been associated with the same location in the town so long that it has become second nature on the part of the farmers to drop in for their needs. There is unquestionably a big farm business done, but strange to say despite its location, probably the greatest part of the store's trade is drawn from the town itself.

There are a variety of reasons that might account for this. For one thing there is the bread business that is run in connection with the store. According to Mr. Barnsdale, the advertising this department gives him in the different parts of the town, is about the only thing that he gets out of it at this time with the cost of materials, climbing in on top of the very narrow margin that is allowed in this line. The confectionery too is a drawing line. And of course the old grocery business dating back almost three quarters of a century is a marvelous asset. All these elements pulling together, backed by up-to-date advertising and efficient service are sure builders of a large and successful business .

Some Store Machinery and Methods.

Now a word about the actual store machinery. There are three departments but they are run as one store. As it is always of advantage to have some sort of an idea as to how the different departments are paying, however, there is an effort to keep the sales somewhat separated. There is a cash register in each department where the sales of that department are rung in. This while it does not give a hard and fast distinction, does however show clearly enough to be of great service in the business just how things are going. Another system that the store adopts is to have all sales and disbursements stamped on the sales slips. The cash registers are arranged to do this work, and by this means mistakes are readily traceable.



Another view of the Standard Remedy Department. Note the orderly array of toilet and other articles on the show case.

Eat Purecream Home-Made Bread

THE BARNSDALE TRADING COMPANY OF STRATFORD, LIMITED

Eat Purecream Home-Made Bread

The Morning Cup of Coffee

How the delicious brown nectar whets your appetite, tones up the system and puts the brain in condition to do good work.

There's lots of good coffee in the world, and you can get it every time—if you go to the right place. We have good coffee in abundance. We never buy any thing else. The way it is treated before it reaches you has a great deal to do with its goodness.

Try a pound to-day.

40c Pound

The Quality of the Tea

A grocer has on sale is not to be gauged by the price he asks for it. Buying at hazard means paying a big price for the name, while buying here will ensure your getting just the Tea you want at a lower price than you imagine. Drinkable, healthful, fragrant tea can be bought for

30c Pound

A special blend of English Breakfast Tea for

40c Pound

GROCERY DEPARTMENT.

Big shipment of Pineapples just arrived. Prices are going to advance. Take advantage for preserving.

10c, 15c, 18c each

$1.00 dozen, $1.50 dozen, $1.75 dozen.

AYLMER AND QUAKER BRAND CANNED GOODS.

Tomatoes, Corn, Peas, Beans

10c can; 3 for 25c.

Egg-O Baking Powder, full pound tin, regular 25c. To clear at **20c**

Regular 10c can for ..... **8c.**

Cleveland Baking Powder. Regular 10c and 25c tin. To clear at

5c and 13c tin.

BONNIE BRIGHT, the new cleaner.

8c tin; 2 for 15c.

Try us for your next grocery order. We save you money.

PATENT MEDICINE DEPT.

This department has no bait, no trash, but quality and variety. We offer for sale only standard patent medicines and other sundries. We always keep the best of everything at the lowest possible price.

Fruitatives
Chases' Nerve Food
Pink Pills
Dodd's Pills
Gin Pills

Regular 50c box

35c, 3 for $1.00

Wampole's Beef Iron Wine
Regular $1.00 for **67c**

Just received big shipment
Woodbury's Facial Soap, cake **25c**

Gibson's Beef Iron Wine.
Regular 75c for **45c**

Burdock Blood Bitters
Regular $1.00 for **77c**

Khovah Health Salts.
10c tin; 3 for 25c.

BARNSDALE TRADING COMPANY, LIMITED

An Advertising Scrap Book.

The methods of advertising that the store adopts has been outlined, and is still further emphasized by the illustration appearing herewith. One thing that has not been mentioned in this regard however is the fact that all these advertisements are preserved in a book prepared for that purpose. This is a practice that other merchants might do well to emulate. There are a world of lessons to be gleaned from former advertisements, and a world of suggestions as well. It is one very satisfactory way of keeping tab on a business.

Don't Buy Your Business.

Good service and right prices are the ideal of the store. In this latter connection it might be mentioned that the right price means one price. There are no pet customers who can buy for a shade less than others, there are no favorites among the farmers who can get a cent or so more per dozen for their produce. These sort of prices always defeat their aim in the end. You don't even gain the confidence of the person who is favored. Uniform treatment is the surest way to gain the respect and confidence of a store's customers. There are better ways of drawing trade than these methods. Better and more successful ways. To quote Mr. Barnsdale, "I don't have to buy my business." That's the truth the man who gives good service and a uniform treatment is on the high road to success.

H. Chausse, of Port Arthur, is opening a grocery and provision store.

ADVERTISING HELPS TO KEEP PRICES DOWN

Two prominent business men were talking things over not long ago. One of them asked the other, "What is the most common delusion in the business world to-day?" Instantly came the reply, "The idea that advertising adds to the price of goods."

Every now and then some manufacturer has the hardihood to say that he can sell his goods cheaper because he doesn't advertise. Every one who knows the A B C of business knows that this claim is impossible on its face. Yet it sounds plausible and such talk deceives millions of people.

Forget all these sophistries and listen now to the plain common-sense of the matter.

In the production and marketing of goods there are two inevitable costs. One is the manufacturing cost; the other is the selling cost. And no way has ever yet been found by which either of these costs can be eliminated. Mark that.

Whether you buy farm products at a grocery store, or mill products at a dry goods store, or laboratory products at a drug store—whatever you buy at any store, be sure of one thing: The price includes the selling cost. It must, else the manufacturer, the wholesaler, the retailer and the salesman could not live.

And just as surely as there are always two items of cost, the manufacturing and the selling, just so surely are there only two ways in which the price of goods can ever be reduced.

One is by economies in manufacturing cost. The other is by economies in selling cost.

Of course, it isn't easy to cut manufacturing cost without cutting the quality.

But in modern times a way has been found to cut selling cost—and its name is Advertising.

Advertising is like a straight line: the shortest distance between two points—the producer and the consumer. It cuts out the grades, curves and the angles. It makes a drop of ink do work of a salesman. Bear in mind that goods can never be sold unless there is a demand, and advertising, supplies that demand at the lowest possible cost.

—*The Spice Mill.*

A HINT

If you want to save some coin,
Cut out eating tenderloin,
Bacon, pork chops, veal and ham.
Chicken, porterhouse, and ham.
Almost time that you got wise,
Save your coin, economize!

Steaks and chops are awful dear,
Poverty is drawing near.
To the poorhouse we shall go
If we dine on cows, you know,
Also pigs and little calves—
Let us not do things by halves.

Heed the wise fishmonger's chatter,
Put a fish upon the platter.
Porterhouse costs "thirty-five"—
Cut it out! Gosh! Man Alive!
Eat Canned Salmon—get in line,
A tasty dish at any time.

—*American Grocer.*



The Grocery Department of the William Biltcliffe store. Mr. Biltcliffe is seen in the centre.

Grocery and Hardware Business Hand in Hand

In the Business of William Biltcliffe, General Merchant, Victoria Avenue, Westmount, Montreal, There Are all the Indications of a Big Department Store in the Bud.

BIG department stores in the bud are found wherever there are thriving business in general merchandise, and in the management of a general store may be found the business mind-garden in which the genius that manages great department stores is grown. To look at small beginnings is perhaps to miss the realisation of the fully developed result, and not every general merchant's store shows on the surface the promise of big business for its future, though the germ of big business may be there all the same. But by noticing the further development of the general store idea, and its concentration into distinct departmental design on a scale larger than the earlier stages show, the truth instantly flashes into sight, and the developing general business becomes the department store in the bud, with the rosy promise of the blossom already shining through.

This fact is evidenced beyond doubt in the whole atmosphere of the premises on Victoria Avenue, Westmount, Montreal which bear above their entrances the sign of William Biltcliffe, dealer in fine groceries, hardware, crockery, and smallwares. After a very few minutes spent in the store the extent of the enterprise, and its possibilities due to location and to the nature of the business become apparent. In the ordinary course of business growth here should develop eventually a department store. With rapid development of the surrounding community the Biltcliffe building would undoubtedly become a centre of retail business for its district. The building was in fact designed for the purpose, and the nature of the business carried on by Mr. Biltcliffe at present is the nucleus of department store merchandising. A considerable trade in hardware and groceries is carried on, and the business in small-wares is also important. The interlinking of these important lines of everyday business works exceedingly well, and economically, the principle of business economy being of course at the root of the department store idea. In a talk with Mr. Biltcliffe whose personality pervades the entire business, and who carries on its management in detail as well as on the broader lines, these impressions were gained, and Mr. Biltcliffe was kindly agreeable to sharing some of his business ideas with readers of this General Merchants' Number. Naturally the financial aspect of the business occupies a prominent place in its consideration.

Separate Accounting Systems

"I keep the accounting for the hardware and the grocery departments distinct" said Mr. Biltcliffe, "with separate records of purchases and of sales. Cash sales in each department are known and recorded at the end of each day, and every day also by a simple system I know how the credit accounts stand, while statements are in the hands of our customers each month when payments are expected.

"I have a simple ticket system in use for keeping track of cash sales. Each clerk has a book of numbered tickets with carbon duplicating sheet, issued to him at the beginning of the day's business. The number of the ticket book issued to the clerk is recorded, so that the actual business done in cash by each clerk can be accurately calculated any day required. Besides receiving an invoice showing the purchases made, the customer receives a ticket showing the total amount to be paid, and pays this at the cashier's desk, getting the invoice marked "paid" if it is a cash transaction. For credit transactions the business of the day is duly entered on credit business sheets in the ledgers, and each invoice has a definite number which is important as this saves the recording of long lists of goods purchased at credit. The carbon copies of the sales invoices are filed, and these can be indentified by the number in the ledger.

"Customers are asked to keep their invoices carefully if they are doing credit

business with us, as no customer receives a detailed account from us at the end of a month. Only the correct numbers of invoices and their totals appear on the accounts rendered. Any disputes can be settled by reference to the invoices themselves which should be kept as carefully as we keep the carbon copies of them. We seldom have any serious difficulty over such matters however. Some customers also note the number of their invoices which is as good as keeping the invoice as the transaction can be identified by the number.

A Easily Operated Ledger System.

"I have a system of ledger sheets designed to suit my requirements by the Hope Audit Co., of Montreal, and I find it exceedingly simple and clear to work. In fact at present with my book-keeper at the front with the C.E.F. I have been able to carry on the business and attend to the books myself with a girl cashier. With any less suitable system, I don't think it would have been possible for me to do as I have been able to without help of a book-keeper. But the system of entering credit invoices by number instead of by re-writing all the purchases is an immense help, and all that has to be done after the entries are made is to total up and balance at the end of each day.

Concentrating on Grocery and Hardware Business.

"We concentrate at present on hardware and grocery business "said Mr. Biltcliffe." Formerly we included stationery, but found that it did not pay. We do not encourage credit business in hardware, but all our regular grocery customers have the privilege of charging their hardware orders. Straight hardware business only, however, is not accepted on a credit basis. As a matter of fact, a great majority of our customers are customers for both hardware and grocery orders, whether they are cash customers or credit. The one need leads to the other, and thus both departments of the business help one another. Then the cost of delivery for hardware orders is practically eliminated since it is unnecessary for us to keep a separate delivery system for hardware, and all hardware deliveries are sent out with the grocery rounds. As the first hardware store in this district we have a good start in securing hardware business, and our nearest competitor is quite a long way off."

Spacious Quarters An Asset.

Mr. Biltcliffe's premises are very spacious. Each floor is thirty-five feet by ninety, and the combined floor space available is well over twelve thousand square feet. Basement and ground floor are actively in use for the hardware and grocery business. The two upper floors are at present in use as storage premises, and very good business is done by Mr. Biltcliffe in storing goods and furniture etc. for persons leaving the city or looking for residences. He has the space to use, and is making it earn in this way, but the floors so used now will in time be used for merchandising purposes as the department store idea develops.

At present Mr. Biltcliffe is contemplating new arrangements of the ground floor which is at present planned so that the grocery department occupies the front space, and very attractively features the goods and display devices. Patented fruit and vegetable racks are used, also counters of the same make with samples of the goods shown behind glass at the front of the counter where customers can easily see them. This device Mr. Biltcliffe has found exceedingly good as a business multiplier. The appearance of the whole store at present is inviting, but with Mr. Biltcliffe's new plan in effect it will look even better, for the idea is to bring out to more advantage the spaciousness of the premises by removing partition work, and to develop in the customers interest in the wide range of hardware and similar goods which are just a little obscured at present by the grocery displays. Nothing will be taken from the grocery display, but the hardware will be more easily brought to the attention of the customer coming into the store for the first time. Even the long accustomed regular customer will probably realise suddenly new advantages in shopping at Biltcliffe's when the full range of the store's merchandise is more directly visible from the front entrance and grocery department.

Careful System a Reason for Success.

Now a good deal has been said as to the system of selling and the simplifying of accounting within the store. Immense importance in a business of this kind, indeed in every kind of business, attaches to the method of buying and watching expenditures for the purposes of the business. Mr. Biltcliffe's methods in this respect are simple, and purposeful, with much to recommend them to the practical man. In his business with his customers Mr. Biltcliffe asks that customers keep their invoices to check up accounts with if necessary and avoid difficulty. Mr. Biltcliffe practises what he preaches. His buying accounts are based on the system of keeping carefully the invoices received with the goods. Every purchase made for the store by himself or by an assistant is noted by Mr. Biltcliffe. The invoices as they come in are filed by a girl cashier. They receive the "O.K." of the employee responsible for the ordering of the goods, but they must receive Mr. Biltcliffe's own "O.K." also or they cannot go through the process of entry and re-filing, which keeps track of them until the accounts come in and are passed and paid when all is in order. Any error is almost instantly observed, and corrected by this system of basing, the book-keeping for the firm's buying upon the invoices, and doing the entering up from these long before the actual accounts are rendered. The entries are made on sheets similar to those used for the retail selling end of the business accounting, but lettered to suit the purchasing end of the business. And daily attention is given to this matter, daily indeed almost hourly attention. Careful buying is immensely important in a store of this description.

Mr. Biltcliffe's Business Career.

Mr. Biltcliffe's business career in this part of the world dates from 1893 when he started in the fruit and confectionery line on St. Catherine Street. He then went into the grocery business formerly owned by S. D. Vallieres (an ex-alderman of Montreal) at St. Antoine Street and Atwater Avenue where he did business for five years. Mr. Biltcliffe's next move was to premises on Victoria and Sommerville where he soon doubled his former turnover, and about ten years ago he purchased the site of the present business

(Continued on page 110.)



The fine exterior of the Biltcliffe store, Victoria Avenue, Montreal

Display Space Made to Pay Dividends

How Merchants Have Made Money By Re-arranging Stock and Displays—Spring the Best Time to Make Profit Out of Displays—Good Advice From Manufacturer.

EARLY last June the writer entered a grocery store and asked to be shown a certain kind of mop that he had noted there the season previous. The clerk was sure they had one left, but showed a most manifest uncertainty as to where to find it. Finally, after much rummaging the back shop, the handle of the mop was discovered. It had been a warm day, and the clerk while outwardly courteous did not seem to be particularly eager to continue the search farther.

As he really had gone to a lot of trouble, I thanked him, mentioning something about dropping in later. Then I went further down the street and purchased one of those mops, that were carefully displayed in the front of the store. An example of making and losing sales.

Common Occurrence

The foregoing is not at all out of the ordinary. It is typical of happenings which take place almost daily in some stores. What is the reason for such apparent neglect? The chief reason is that many retailers do not make a study of the changes which should be made in stock displays to meet the needs of the changing seasons. Furthermore, the merchants very often do not stop to figure out which parts of the store are most suitable for the display of certain lines of goods. Very, very often whether or not a merchant makes a success of a line largely depends upon the position he gives it in the store.

Seasonable goods are frequently kept at the back of the store and have to be asked for. If the store is a long one, the majority of customers never get beyond the centre of it. On this account all goods shown at the rear, whether seasonable or not, are rarely seen by the bulk of the customers who visit the store.

The retailer who has made a study of modern merchandising, who has adopted the ideas suggested by the trade papers, and who has followed the methods of the large and successful department stores, is familiar, with certain principles which enable him to determine more or less scientifically where best to display goods in his store. In the first place rapid sellers should be in the front of the store. Goods which can be turned over quickly and carry a good margin of profit, should always be among those to receive first consideration.

Poor sellers and out-of-season goods should be given a less prominent place. But in giving these goods a less prominent place, care must be taken not to hide them altogether.

Clever merchandisers, such as the department and syndicate stores very often surprise their customers by shifting departments. In this way goods that have been shifted from their accustomed place are brought into renewed prominence.



Interior of Wm. Foster's store, Roncesvalles Avenue, Toronto. Note the modern equipment and effective display counters.

A writer in a recent issue of Printers' Ink in referring to the methods of some of the most successful merchandisers stated that if a store is large, a favorite trick is to show the same line in various places in the building. If the thing moves slowly, this often stimulates the sale. If it is an item that turns quickly, this frequently increases the turnover. If a product sticks on the shelves, the good store manager will keep moving it around from place to place until it seems to meet with the favor of his patrons. Occasionally a thing that will not sell in one place will sell in another. Nearly all lines should be shown up in front at some time in the year.

Merchandise has news value. The weather, local events and dozens of other things influence its sale. The live dealer reads his newspaper for tips on what to feature. For instance, the fact that a fraternal order is about to convene in the city makes it advisable that certain items be shifted to the front.

Effective Use of Empty Windows

A hustling clothing merchant, in looking over the newspaper one evening, noticed that several stores in various parts of the city were for rent. The next day he went around to see them, and picked out five or six that were in suitable location. He then called on the owners and made them a proposition, wherein he was to pay for the use of the windows until the stores were rented. The clothier's next move was to put a display in each of the rented windows. In one was put hosiery; in another, raincoats, and so on. Some such sign as this was shown:

> "We rented this window so as to give the people over on this street some idea of the elaborate stock of neckwear on sale in our store."

This stunt was the talk of the city, and how it did bring into prominence the merchandise displayed in these extra windows. The story is told here because it shows the possibilities in this subject.

These principles and many others similar to them are fairly well known, but they are not always put into practice. Thousands of retailers never think of moving a department. It occupies the same old position year after year, regardless of tbe season, the change in styles or the vogue of the merchandise. Go into a number of stores in January and note how many of them still have Christmas goods in the front ranks of the display. How many dealers let summer wares linger in the front of the store until well into the fall? How few take advantage of a rainy day to show umbrellas near the front door, or of a hot day to display appropriate merchandise on the most conspicuous counters. The live merchant is constantly changing his display to suit the weather, local events, the seasons, new stock arrivals and many other things. While making frequent, extensive changes in the arrangement of a store is not always advisable, the progressive dealer is making slight alterations almost daily.

Good Advice from One Manufacturer's Representative

This subject is of throbbing interest to manufacturers, but what can they do about it? Can they do anything to secure a better position for their goods in the dealer's store? The best answer to that question is to say that some concerns are doing it. Salesmen in their daily intimate contact with merchants

have a fine opportunity to show their customers how the stock could be arranged to better selling advantage. Many stories could be told of how salesmen are doing this very thing on their own initiative and often without the knowledge of their employers. The representative of a candy manufacturer had been trying to interest a druggist in his line. "Nothing doing, son," said the pill-dispenser. "Candy is a dead one. Look at all the space I'm giving it and my sales hardly ever amount to enough to be worth talking about. I'm thinking of throwing the stuff out entirely."

"Let me give you some advice," said the salesman. "Your candy case is in the darkest and most inaccessible corner of the store. You can't expect it to sell. Put it where everybody will see it. I would suggest beside the entrance as a good place. You have that museum of gift goods there now. I'll bet a hat you don't sell an article a week out of the collection. Candy sells on sight. At this time of the year a larger portion of your patrons are more interested in confections than in gift merchandise. Let's transpose the cases and I know you'll have an order for me the next time I get around."

The suggested change was made, and as a direct result of it the daily candy sales of that merchant leaped five hundred per cent.

The incident illustrates what salesmen can do in showing the retailer the value of scientific stock arrangement.

The proprietor of a restaurant stocked a small line of cigars. He had them displayed in an attractive case, but still sales did not amount to anything. He had about decided to discontinue this side line when he happened to mention his problem to the buyer of a department store, who had been in the habit of eating his lunches at the place. "Well, it is no wonder, Mike, you are not selling any," said the buyer. "Why you have got that case off there by itself? Move it over here next the cash register. Put a neat little tray on it, and have your cashier place all change in this tray. You will find that many of your men patrons will take cigars instead of their change."

There was nothing unusually clever about that man's suggestion. It was just selling sense, but why had not the concern that induced the restaurateur to put in cigars told him something about the methods that would enable him to do a satisfactory business?

When a certain retailer came to the city on a buying trip, he complained to the sales manager of one of the houses from whom he bought that his turnover was too small. "I suppose the merchandise in the front of your store turns eight or nine time a year, but the stuff in the back of the room only turns about once, or perhaps twice," he said. "I often thought of cutting down my stock proportionately. I believe I would do just as much business, and at a greatly reduced expense."

"I don't think it will be necessary for you to do that," said the sales manager. "I believe the thing for you to do is to make the back of your store just as inviting as it is possible. Put it in apple-pie order. I'll wager anything within reason that right now the front of the store is three times as attractive as the rear. Thinking that not many customers go there, you have got into the habit of neglecting the store from the centre back. Be as particular about the appearance of the rear as of the front. Furthermore, I would suggest that you have 'something doing' in the back of your place of business all the time. Transfer some of your livest sellers to that section for a few days at a time. When you hold a sale, put a sprinkling of the best values in the rear. When you have a demonstrator working in the store, station her toward the back. In a word, do something to compel people to visit those rear departments. It is a problem in strategy and there is more than one way of solving it."

There are any number of merchants craving practical advice, such as this sales executive gave.

Fire Damages Canning Plant

Simcoe Factory of Dominion Canners Scorched by Fire

A FIRE occurred in the upper storey of the Dominion Canners Company can-making building, in Simcoe, Ont., on Wednesday last, and is reported to have done considerable damage. Early reports set the loss at somewhere about half a million dollars. Mr. Drynan and Mr. Nairne, officials of that company, who came from Simcoe to attend a directors' meeting of the Canadian Canners on Thursday afternoon, were inclined to take a more optimistic view.

The upper storey of the four-storey building was pretty well gutted, and with it was destroyed a number of new machines for the making of sanitary cans. This loss while occasioning troublesome delays and a considerable financial outlay, is not the most serious aspect of the case. The lower floors of the building, are given over to storage purposes, and in the burned building was stored a very large quantity of tin plate which of course is subject to destruction from water. The actual loss sustained will depend very largely on the question as to how seriously this tin plate has been injured. If it is destroyed, the loss would reach very close to the early estimated figures, besides entailing a shortage in raw material that at this time of year, under present conditions in the tin market, might prove a very difficult situation to meet.

The members of the company referred to above, who have visited Simcoe since the fire, are strongly of the opinion that the worst of this loss will be avoided. They claim that the tin plate is packed so tightly that the water may have only affected the edges. It will, of course be some time before it will be possible to state definitely just what the loss is.

In any event the fire is serious enough in a season when every effort is needed to supply sufficient cans for the trade. Fortunately the Dominion Canners have very large supplies under contract from across the line and are not dependent on the operation of the burned factory.

GROCERY AND HARDWARE BUSINESS HAND IN HAND

(Continued from page 108.)

which has fully justified the choice of location by its development.

Familiar with both English and French, having learned French as a business language since coming to Montreal district, Mr. Biltcliffe is able to cater to every development of the community either French Canadian or by growth of the English speaking population. This has proved a good business asset to him. A strong believer in advertising as well as in business efficiency, Mr. Biltcliffe has been content to carry his business to its present stage without the aid of publicity, but he may give full rein to his advertising ideas for the future development of the business which just at present is as large as he can comfortably carry without additional help. Three of his before the war staff are serving their King and Country. Two are at the front, and one is making munitions.

Limiting Credit Accounts

One final point worth nothing is the fact that in developing this business Mr. Biltcliffe has found that the allowing of limited credit accounts is satisfactory. On his bill heads appears the phrase "All credit accounts limited." Explaining this, Mr. Biltcliffe mentioned that he uses his own judgement and the usual business methods of ascertaining the credit standing of new customers. The credit limits vary, some going to a hundred dollars a month, some less, some higher. In the event of slow payment a very small hint usually serves and Mr. Biltcliffe has seldom lost any worth while account through his system of limiting credits, while he has avoided opening many troublesome ones.

An important branch of the hardware business besides the great range of household utensils carried, is the paint department. In spring, and indeed at various times throughout the year very large amounts of paint, brushes, and household requisites in this line are sold by the Biltcliffe store. Another important branch of the business is the window glass supply and glazing department. This in the district served by Mr. Biltcliffe's organisation is well patronised, and found exceedingly useful. The development of the housefurnishing department seems to be but a matter of time, and probably a drygoods department will also eventuate in the Biltcliffe building in course.

Figuring Out Cost of Doing Business

Many Merchants Report Their Cost on Basis of Turnover—Delivery Costs Very High —Some Disregard Rent and Personal Salary—Dividing up Expenses Under Different Heads

Introductory article on the subject.

WITH the coming on of spring and summer, there is one subject apart from selling methods, that might profitably engage the attention of the grocer, figuring out the cost of doing this spring and summer business.

Some merchants started out to carry this into effect right after the annual inventory, while for others the importance is just beginning to dawn as constantly rising overhead expenses are adding to the high prices of merchandise. Every month now, until market and labor conditions become normal, the merchant will find it more and more to his advantage to know exactly how much it is costing him to sell each $1,000 worth of merchandise. Only thus can he with any certainty steer a sure course through unprecedented times.

Replies from Many Merchants

In order to throw some light on the problem, not only of "How Much is it Costing You to do Business?" but "How Much Should it Cost a Merchant Under Average Conditions to Do Business?" CANADIAN GROCER sent out a few inquiries to subscribers in every province in Canada. In this introductory article we will not attempt to draw up any tabular form of average expenses under the various heads, but will consider rather some of the suggestions that have been offered by the merchants in their replies, or some points that are suggested to us by the form of the replies themselves.

First of all, it should be stated that the most approved form of figuring the cost of doing business is to base it on the turnover, rather than the cost. In other words, if it costs you $165 for every $1,000 worth of goods you sell, your cost of doing business is 16½ per cent. If it cost you $190, the cost would be 19 per cent. This "cost," of course, should include every expense involved in your business—rent, salaries, delivery, advertising, light, and heat, insurance, taxes, and legal expenses; bad debts and depreciation, and other general store expenses.

Why Knowledge Is Important

There are two main reasons why it will pay the grocer to work out his cost of doing business on this basis: (1) In order that he may be able to decide how much to charge for the goods he sells; and (2) that he may be able to decide in what respects, perhaps, any of his items of expense are running higher than they should.

There are two ways of reducing cost: the obvious one of just "reducing" it; the other, of increasing the sales made by the same sized staff, so that the proportion of cost to turnover figures out less than it did before.

For instance, if the "selling cost" is $4,000 a year and the turnover is $24,000, the cost of doing business is 16 2/3 per cent. But if the turnover jumps to $28,000 with the same selling cost, the cost of doing business drops to 14 2/7 per cent.

In Two Cities of 10,000.

We will present here for the sake of illustration, one or two extracts from replies received from merchants. Here is one in a city of about 10,000 population, and the figures (for 1916) show, first, the actual cost of doing business under the various heads, and in the next column the percentage in each case this bears to the turnover.

	Cost in dollars
Salaries	5,970.50
Rent	$ 1,544.50
Advertising	889.00
Delivery	2,100.00
Heat, light and water	176.65
Insurance, taxes	243.63
Bad debts, reserve, etc.	425.00
General store expenses	1,052.91
Fixture deprec'n, reserve	300.00
Total cost	$12,696.29
Total turnover	84,268.55

While the question of the average of Canadian grocery stores will be taken up as returns are analyzed it will be interesting for merchants to learn how the results worked out by the Research Department of Harvard University after receiving figures from a number of United States stores. Based on the turnover the costs of doing business were—

Buying	.5%
Selling	7.0%
Delivery	3.0%
Managerial	1.7%
Rent and fixed charges	2.0%
General expenses	.5%
Bad debts	.5%
Total	15.2%

These figures apply to 1915. *For* 1916 *the salary costs would run higher.*

Here is a reply from a city of about the same size, giving some very instructive comparative figures covering the past seven years. These run as follows:

	Per Cent. of Turnover. 1910.	1913.	1916.
Rent	$ 168	$ 350	$ 350
Salaries	1,040	1,560	1,575
Advertising	....	....	....
Delivery	98	112	122
Heat, light, current.	36	48	32
Insurance, taxes, legal, water	21	22	27
Bad debts, deprec.	78	105	115
General store exp'ses	....	....	....
Total	$ 1 364	$ 2 109	$ 2 197
Turnover	10 10)	12 645	15,640
Per cent.	13½	16 2-3	14

How Cost Rose, Then Fell

A study of the two returns shows a fairly clase percentage, the former being 15 and the latter 14 for the year 1916. The point made earlier, that the cost of doing business falls with the turnover (provided the staff does not have to be increased to any extent) is illustrated, in the second case. In 1913 it cost $2,109 to sell goods worth $12,645, while in 1916 with an increased cost of only $88, the turnover was 15,640 or nearly $3,000 more. In other words, in 1913, it cost this grocer $16 2-3 to sell $100 worth of good, and in 1916 only $14 to sell the same quantity. Not that he reduced his staff—for his salaries were $15 higher as seen in the table above, but his clerk or clerks sold more, and thus cut down the average expense.

While at this point note that the cost of selling each $100 worth rose from $13½ in 1910 to $16 2-3 in 1913, a very common experience. In other words, if a grocer had at the end of 1910—after running over his costs of doing business—figured on a certain mark-up of his goods as necessary to bring him a certain net profit, he would require to add considerably more at the close of operations in 1913 in order to keep his net profit up. The mark-up figure should be scrutinized each year and brought up to date.

Analyzing these two records further, it will be seen that the turnover in one case is 5½ times what it is in the other.

Now, how do the percentages under each head compare?

Contrasts in expenses

As to rent. No. 1 shows a 1.83 per cent. cost, No. 2, 2.24 fairly close.

In salaries however, there is a big difference, No. 1 pays only $7.05 per cent.; No. 2 it costs practically an even 10 per cent. of the turnover. The location of the former would tend to indicate that the wages were not lower, so the explanation must be that the larger sales of each clerk keeps the average cost down. The 10 per cent. however, is a trifle high for the average merchant, as will be seen.

In advertising the former store pays $889 a year, while the second, apparently does not advertise at all. The cost of advertising for No. 1 is 1.05 per cent., not too high a figure, on the average.

Delivery is one of the most perplexing of problems so far as the cost goes. The one store pays $2100, or 2.49 per cent. of the sales; the other pays $1.22, or .8 per cent., less than one-third. The former figure for delivery is a little high, the latter is far lower than the average, where any large proportion of parcels has to be delivered.

In briefer form we will give a digest

of some of the reports received, for purposes of comparison.

"A" is a village of 600.

Rent	$ 150
Salaries	$2.350
Advertising	Little.
Delivery	No expense
Heat, light current	$ 150
Insurance, taxes, legal	175
Bad debts, depreciation	60
General, (freight, carting, etc.)	350
Total	$3,235
Turnover	$23,000
P. C. Turnover	$ 14

This is one of the lowest records of expenses we have received, in which all items would appear to be included.

Includes Own Salary

One of the most gratifying points is that the merchant included his own salary, as he says, in the $2350. His small expense, comparatively, only 14 per cent. of the turnover, is due partly to the lack of delivery expense, which frequently runs 2, 3 or even 4 per cent. in cities.

No Allowance for Anything

Contrast the above with this reply that was received:

> Do not pay anything for salary, rent, etc., as I own the store and do all the work myself.

But why not pay yourself a salary on your books, as well as in reality? If you were doing the same work for a "boss" he would pay you a salary. Moreover if you own the store, it is worth its market price. Then why not count yourself as the landlord and pay a rental to yourself? If you don't allow for all such items, how do you know what your profit is?

Surely your business is strong enough to stand on its own legs and not need the props CANADIAN GROCER has seen so often applied: "We don't pay rent—for we own the store ourselves."

Allow for Rental of Our Store

Just consider that if you were not in business you could rent the store to some one else and get the amount for yourself, in addition to what you earned for your work.

Charge Up Your Family

In the same reason, pay yourself a salary. And, once again when your family get a loaf of bread or a pound of butter, charge them up, for this is part of the salary the business is paying you.

Here is another far off in Western Canada.

Rent ..... nil.

Why not? Who supplies you with the store rent free Yourself, or some one else? And if either, why not charge the store rent, and pay it monthly, to yourself? Make it stand on its own rental legs.

Salaries ..... $1,320.

This he figures, as 6 per cent of the turnover of $22,000. The total looks a little small, though it must be considered here that this store serves a rural population and there are no delivery expenses.

The total is given as $1940 or about 9 per cent. of the turnover. With rent, this total would approach 11 per cent. a very small figure, but one secured under exceptional circumstances.

A Big Town

The next comes from one of the largest towns in Canada, on the edge of cityhood (perhaps).

Rent	$ 600
Total Expenses	$12.760
Turnover	$91,806
Cost of Selling	14 per cent.

There are special circumstances in this store that go to increase the turnover and keep down the selling cost to 14 per cent.

A place of 1100 population showed expenses of $2410 on a turnover of $18,000, a percentage of 13½.

In one of the most thriving towns of Ontario, rent is marked down by a merchant at 3 per cent., but next come salaries at 3.4, which amounts only to about $680 on a turnover of $20,619. This means the merchant does not allow for his own salary, and thus keeps down the total per cent. to 11.7.

The delivery be marks down at 1.4.

One of Larger Cities

One of the larger cities of Canada marks rent at 2 per cent. (or $300); Salaries $1045.50—6½ per cent.; delivery and repairs, $408, or 2½ per cent.; heat, etc., ½ per cent., insurance, etc., ¼ per cent., bad debts and depreciation 1 per cent. The turnover is $16,000.

A village of 290 people, marks "none" for the first four items, and costs as $90 on a turnover of $18,000. There are obvious omissions here.

Suggesting Central Delivery System

The Method of Reducing High Costs of Delivery Which Run to 4 or 5% in Some Places—Allowing 10% for Fixtures and for Depreciation in Rigs.

Among the comments received by CANADIAN GROCER as to how to reduce the costs of doing business, the most frequent suggestion was in regard to cutting down on delivery expenses and co-operation among local merchants on a central delivery system was the solution that was brought forward by several.

One merchant in a place of about 1,000, wrote: "Start a general delivery for the town is the only way in which I might cut any item of expense. I have put in the delivery, heat, etc., with general expenses. I have had the business only since 1913. My percentage of cost is always around 15."

Handling from a Centre

A large store in a town of over 7,000 writes somewhat similarly: "Delivery is a very heavy expense. If some arrangement could be made to have this handled from a centre or all the merchants form an independent company, it might cut down expenses considerably."

Allow for Depreciation on Rig

Another store in a town somewhat larger, in giving 14 per cent. as the cost of delivery, states that "this includes part payment on rig." This point we would urge on the merchant. Include more than 10 per cent. of the value of the rig in your delivery expenses each year for depreciation. Later we will refer to a similar amount for fixtures.

CANADIAN GROCER consulted a merchant in a downtown location in one of Canada's largest cities, and he set the cost of doing business at a little over 15 per cent. The extra expenses for salaries, etc., last year, made up for his larger turnover due to increased prices.

Limits Deliveries to Two Daily

Discussing delivery expenses he said: "We have only two a day. Most of our business now comes in over the phone or by a canvasser who spends five days all over the city, along regular routes. We never let a rig go out unless it is pretty well filled; if we had to make special deliveries to distant points, the cost would put us out of business. As it is, our net profits last year were the lowest in many years, only 2¾ per cent. on our turnover. This, of course, allows for rent, and my salary."

Another grocer, who is in more of a residential district in the same city, was seen. His selling costs in 1916 were 20 per cent.

Ranged from 17 to 21 Per Cent.

"I have got down as low as 17 per cent. and as high as 21 per cent. The latter was one year when I bought some expensive motor cars for delivery purposes and lost thousands of dollars on extra cost of delivery and depreciation. Then I went back to horses, but have changed now to a cheaper line of motor cars, where the capital charges and operating expenses are less." His main items of expense are:

Salaries	10 per cent.
Delivery	4 per cent.
Advertising	1 per cent.

Wiping Out Fixtures as Asset

Just a point here about store fixtures. It is a fairly common—and estimable—practice for merchants to allow 10 per cent. for depreciation on these every year. This merchant has changed from this method and now charges up $100 a month to fixtures, representing about 20 per cent. in the cost. He thus will soon "wipe them out" entirely as an asset, so that he will not have to take them in as an inventory at all. He does this for safety sake—an extreme course, but preferable far to the other extreme.

What profit he figures out he knows is a high grade one.

One Western Canada merchant suggested substituting "girls for clerks where possible," as a method of reducing costs.

One merchant writes: "My big losses are in bad debts, as this is the worst city in Canada for the dead-beat, and where they get the best protection under the laws of the Province." (Guess what province that is.—Editor.)

Costs 16 % in Town of 5,000

Detailed List of Expenses Furnished by Grocer Who Has Just Begun to Keep Full Record—Turnover is Over $27,000, With Delivery Costing Under 2%.

Below are given the contents of a letter and a financial statement from a grocer in a town of 5,000. This is a very promising statement, as while admitting that in 1913 no accurate record was kept of itemized expenses, this condition has been changed. (The cost of doing business is about 16 per cent., a very fair average these days. The salary costs figure out at 6.1 per cent., which is far below the average, and we hope include a salary for the head of the store. Delivery costs are, a little under 2 per cent., which must be considered satisfactory.

CANADIAN GROCER gives the list in full in order that it may supply suggestions to other merchants for divisions in their own expense list.

Dear Sir:

In reply to your enquiry re expenses we are having our young lady make out an itemized sheet taken from our expense book covering the year 1916, as to going back to 1913 we would be unable to do so as we are ashamed to confess that at that time we did not keep an accurate expense account, but now believe we have an accurate expense system.

As to your question as to how to reduce expenses we would say this is bothering us all; the public demand is pretty stiff service, whilst the purchases are inclined to run to small parcels not much money value. In our town a great many people buy from all the stores, that is a little here and a little there. This is pretty expensive business for the grocer and has a tendency to increase expenses beyond reason.

We enjoy these articles very much and trust you may receive a hearty response from the parties to whom you sent out slips. We will await with interest your article in the CANADIAN GROCER on this matter.

Expense Statement for Year 1916.
Town About 5,000.

Express	$ 197.52
Postage	67.71
Freight and cartage	215.38
Delivery	478.50
Salaries	1,659.25
Personal	171.05
Office supplies	20.41
Miscellaneous	52.62
Scavenger	16.00
Periodicals	8.50
Donations, mostly patriotic	119.02
Electric light and new lamps	75.23
Heat and light gas	94.75
Telephones and long distance calls	65.80
Advertising	47.63
Telegraph	3.95
Repairs and alterations	41.47
Sundries not before itemized	226.43
Paper and twine	83.45
Counter check books	21.86
Water rates	13.66
Ice	55.85
Taxes	185.27
Insurance	17.00
Rent	400.00
Total	$4,338.41
Per cent. of turnover	16
Amount of turnover for year	$27,252.24

PP.S.—The items of expense and freight and cartage are something added to the cost of the goods but more often they are not.

Here is a Western city—a department store, whose figures may be taken as including all that is required:

	% of turnover
Rent	2.50
Salaries	8.50
Advertising	.15
Delivery	2.5
Heat, etc.	1.3
Insurance	.22
Bad debts (cash bus.)	None
General store expenses	.23
Total	15.4
Turnover	$35,616.22

This is a store that does daily advertising and the cost of this figures out at a little more than the average. Salaries are a good average in 8½ per cent., and it is only the size of the turnover in this store that holds the cost down below 10 per cent. The department has been established less than three years.

Cost $4,092 to Sell $28,000

A merchant in a city between 20,000 and 30,000 sets down his expenses as follows:

	Month	Year
Rent	$ 40	$ 480
Light	3	36
Heat	3	36
Insurance on stock	6	72
Wages (his own included)	220	2,640
Int. on capital	20	240
Loss and deprec.	6	72
Advertising	4	48
Barn rent	4	48
Horsefeed, repairs	18	216
Stamps, stationery	7	84
Sundries — oil, brooms, lights, etc.	6	72
	$341	$4,092
Per cent. of turnover		14.6
Turnover		$28,000

The salary costs figure at a little over 9 per cent. and rent at slightly over 1½ per cent.

Steady Reduction in Percentage Costs

Herewith is one of the most interesting and instructive replies of all sent, from a town of between 3,000 and 4,000. The report shows that the merchant is careful to keep track of costs, and that he tabulates these under their various heads as well. This report goes back to 1905. It reads as follows:—

	Per Cent. of Turnover.			
	1905.	1910.	1913.	1916.
Rent	1.15	1.08	.80	.98
Salaries	10.4	8.2	7.6	7.26
Advertising	.06	.04	.035	.032
Delivery	2.15	2.4	2.09	2.00
Heat, light, current	.06	.05	.042	.038
Insurance, taxes, legal	.03	.028	.027	.026
Bad debts, depreciation	.05	.05	.05	.05
General store expenses	.23	.22	.20	.21
Total per cent.	14.139	12.069	10.799	10.591
Turnover	$10,467	$16,691	$20,321	$22,204

The highly satisfactory feature about this record is that the percentage covering the cost of doing business shows a steady drop, from 1905 to 1910, 1910 to 1913, and 1913 to 1916. As one might expect, along with this has gone the increase in the turnover. In fact, the latter is the cause of the former, as it must be in these days of higher costs on every hand. Indeed, if the turnover had not grown, the percentage cost of doing business would have shown an increase year by year.

Let us test this, for it is the point, most of all we want to emphasize. For 1905 the rent was 1.15 per cent. of the turnover of $10,467. This works out at $119 rental.

In 1916 the rental was .98 per cent. of the turnover of $22,204, or $217, almost double, yet the cost, per $100 of sales, is lower.

Actual Costs Up; Percentages Down

Take salaries. In 1905 these represented 10.4 per cent. of $10,467, or $1,088. In 1916 the salaries amounted to $1,612, but figured out to only 7.26 per cent. of the turnover.

So with delivery. In 1905 it cost $225 to deliver goods, with a turnover of $10,467; in 1916, it cost $444 to deliver goods on a turnover of $22,204. But the per cent. cost in 1916 was less, although the total cost was double.

In other words, owing to the increased

(Continued on page 121)

Cardwriting Made Easy

by R.T.D. Edwards

SOMETHING NEW FOR THE CARDWRITER

THE main feature of this new cardwriting series is to give the cardwriter, experienced or inexperienced, new types of letter formations, and, while these lessons are of an advanced nature, we are endeavoring to make them as beneficial to the beginner as possible. The formations of these alphabets are new to all readers, but with diligent practice can be formed just as readily as the simpler ones of last year's lessons.

The construction of these alphabets is of the most practical nature, one stroke of the pen or brush being all that is necessary for their formation, and they are of the most readable and artistic types.

The chart of this lesson shows one of the most practical types for a good class of show card, though, of course, this formation is not to be used for sale purposes when a plainer formation is required.

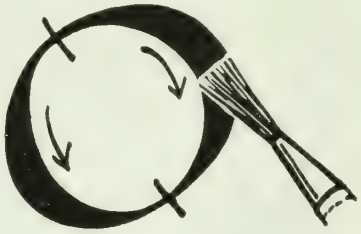
The alphabet has no particular name, but is partly script and partly an italicized Roman alphabet. This will be noticed by a close study of the chart.

Before starting to practise this letter formation, one should study it thoroughly. There are many features and characteristics which appear and reappear throughout the whole alphabet, and when these have been recognized and carefully studied, it will assist one materially in the execution of the lesson. One feature of this alphabet which appears throughout the whole series is the upturned points of the lower ends of the down strokes (note the chart). This is really the feature of the alphabet, and is one which adds quiet speed to its execution, as it eliminates the finishing off of the ends of a stroke that is brought down even with the guide line. Another notable feature is that many of the strokes commence pointed, instead of a heavy brush width, as in the previous alphabet. This also adds great speed to the work.

Practice Work

In order that the best results may be attained, it is desirous that tools and colors be in the best of condition. Here is a little review that will probably assist the cardwriter and also be of great value to the beginner.

Cardwriters' black, or color of any kind, is inclined to settle to the bottom, so, with a small wooden ladle, this should



Showing Correct Angle at which to hold brush to form Alphabets Illustrated

Fig. 2.

be thoroughly mixed before using. If the color is too thick, add small portions of water until the proper flowing consistency is reached. It is best to keep all color covered to avoid evaporation. If one has been faithful in keeping brushes thoroughly clean, they should last a long time; but if the color is allowed to dry in them, it has a tendency to loosen the hair from the ferrule.

Do not dip the brush into the color deep enough to touch the ferrule; then work it back and forth on a piece of waste cardboard or glass until the brush is the desired width and the color flows from it freely. Lay out the practice work minutely with a lead pencil and ruler, as shown in Fig. 1. Rule the guide lines about two inches apart, and the middle guide line about two-thirds the distance from the bottom line. In order to get a uniform slant to all the letters, angler lines should be drawn as indicated. These should always be used at first when practising slant letters, but as one becomes more proficient they can be discarded.

The top line of Fig. 1 shows four different sets of strokes, which appear frequently in the upper case alphabet shown in the chart. All the strokes in the alphabet should be practised in this manner as many times as is necessary to make them perfectly.

The lower line shows four strokes that appear frequently in the lower case alphabet, and which need much practice.

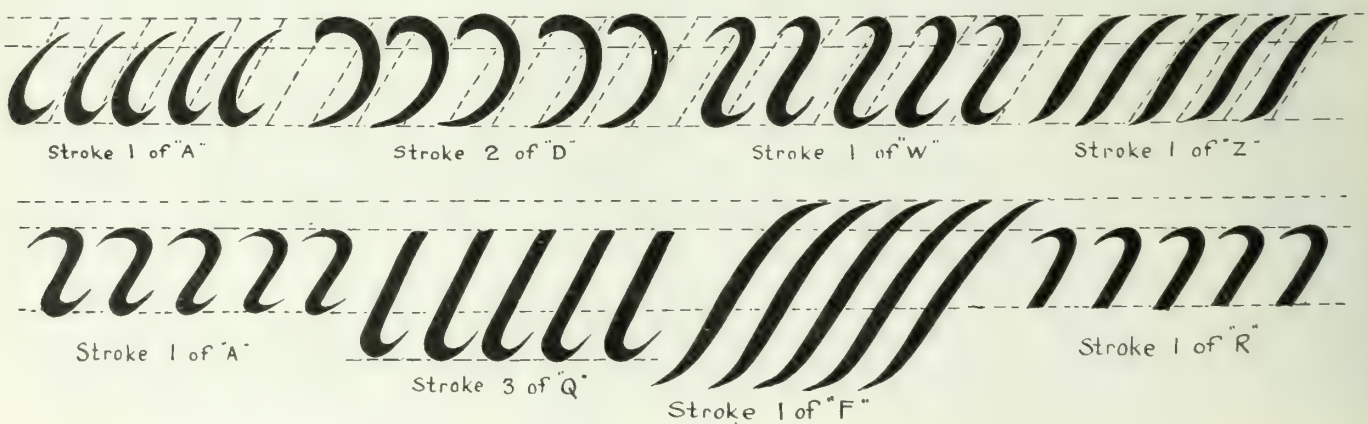
When all is ready for work, place the card on the slant top desk with the bottom of the card turned to the right. This assists one to make the slant letter easier. Work should be done with a free arm movement without cramping the fingers.

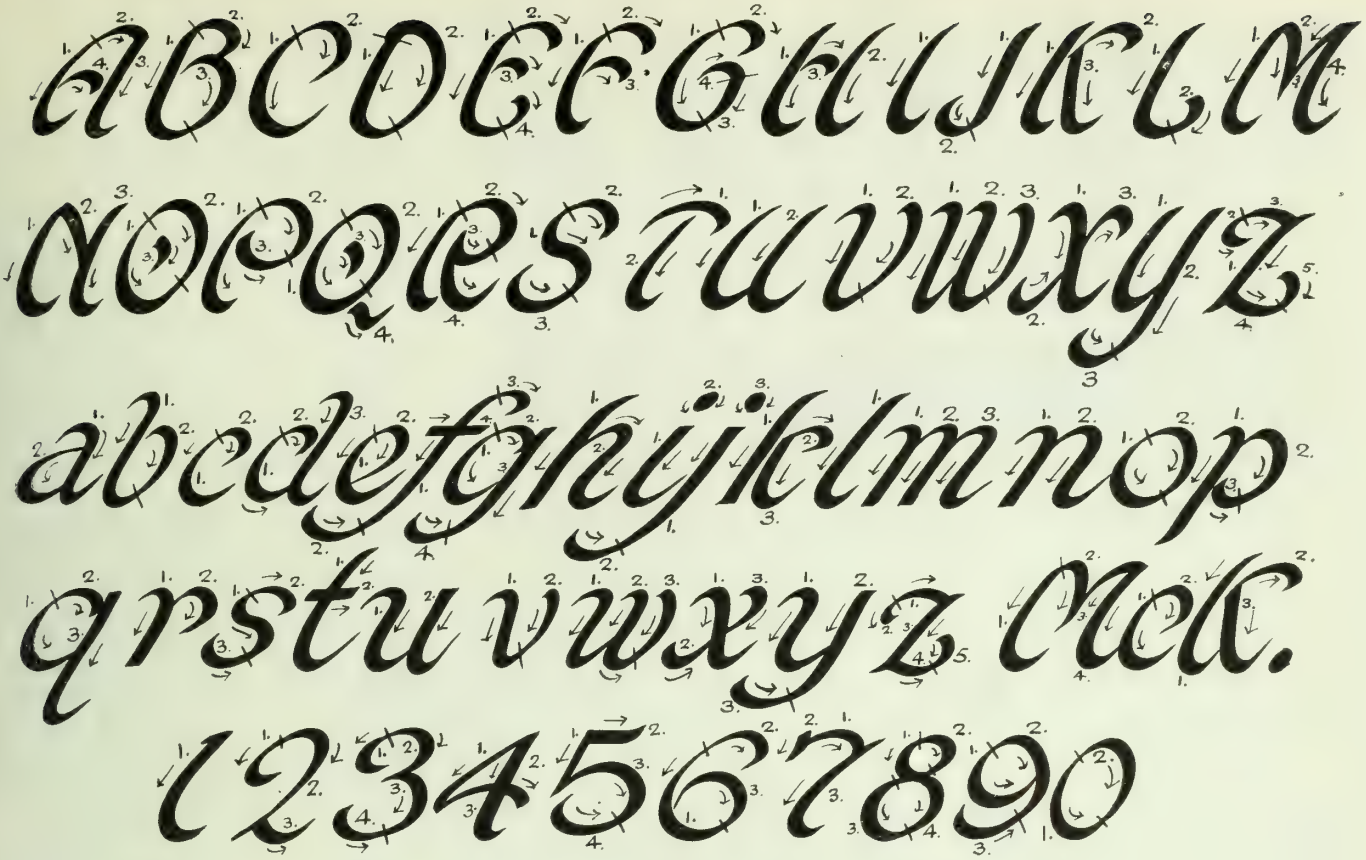
To get the best results in forming these letters hold the brush as indicated in Fig. 2, and keep the elbow more to the right. This turns the brush in such a position as to enable the placing of narrow and wide strokes in the desired position.

THE CHART

Upper Case

"A" shows much room for practice, as it contains four separate strokes, al-





though strokes 2 and 4 are similar. Stroke 3 of the letter "B" will require a great deal of practice in order to make it easily.

Stroke 2 of "C" is similar to the same number in the previous letter. Practise the long sweeping stroke 1 often.

"D" shows a much different formation to any "D" we have previously shown. Stroke 2 is the hardest, and should be practised many times. It starts at the top with the full width of the brush, and gradually narrows as it comes down.

It will be found that "E" needs much practice to get the effect required.

Strokes 2, 3, and 4 must be given special attention (note the relation they bear to one another).

"F" has one less stroke than the "E." Practise stroke 1 many times.

Strokes 2 and 4 of "G" are of similar formation. It will be found that this entire letter will need a lot of attention.

All the strokes in the "H" have been used in previous letters. Note that stroke 3 is nearer the top of the letter than the bottom.

"I"—This stroke is shown in the "H."

"J's" formation is a little different, as stroke 1 curves in the opposite direction. Much practice is required on this one.

Note that strokes 2 and 3 of "K" join stroke 1 nearer the top than the bottom. This entire letter should be practised many times.

"L" is the same formation as is found in "E." It is the 1 and 4 combination.

Strokes 1 and 4 of "M" are the same, while 2 and 3 are the wide and narrow variety. Practise many times.

"N" also shows the same two outside strokes as the "M." Both of these letters will require much attention. (Note where the narrow parts of this letter come.) This is unlike a Roman formation, where the two narrow sections come directly at the top and bottom.

Stroke 3 of "P" is the only new stroke in the letter, and it requires much practice in order to properly master its formation.

"Q" is just a repetition of the "O," with stroke 4 added. Practise often.

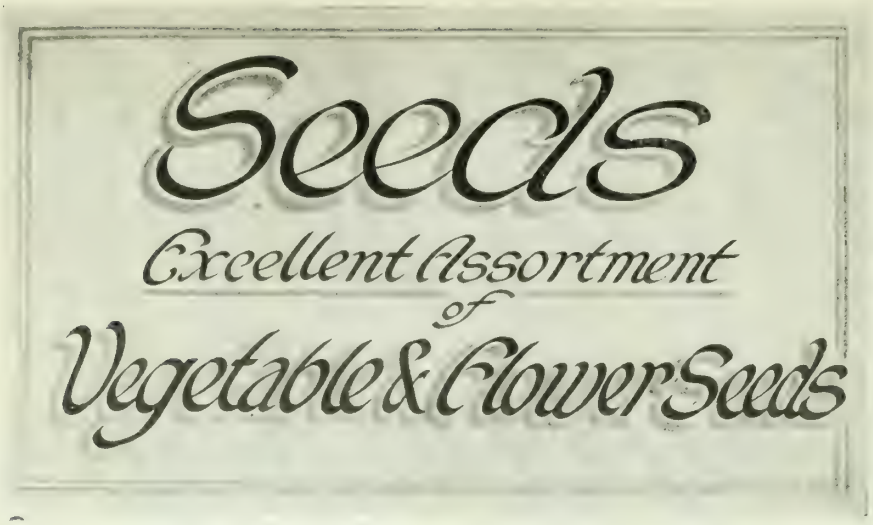
In "R" is shown the same letter as "P," with stroke 4 added. This combination of strokes requires a lot of practice, in order that it may be perfected.

"S" is a similar formation as we have shown in some previous alphabets, except that it is slanting to the right. Practise this letter often, as it is one that is used frequently.

Both the "T" strokes occur in other letters, and stroke 1 makes a good practice stroke.







The two strokes which form the "U" are similar to those of the letter "H." Stroke 1 is made a little longer in order to join up with stroke 2.

Strokes 1 and 2 of "V" are entirely new ones, and need much practice, especially stroke 2.

"W" is the same as the "V," with stroke 1 added. Practise often.

The "X" is a three-stroke letter, stroke 1 being at a different angle to similar strokes throughout the alphabet.

Stroke 1 of "Y" appears often. For variety sake this stroke is brought down below the others, but this is not necessary. The letter can be made shorter with stroke 3 resting on the lower guide line.

"Z" shows many new lines which need a lot of practice.

The lower case alphabet shows several strokes which do not appear in the upper case formation, and which demand a lot of time in practice.

The more practice work given these the better; but as the majority of the strokes used are ones similar to those in the upper case alphabet, they do not require individual explanation.

The numerals are not difficult.

In last month's lesson we gave a good demonstration of the use of the tooth brush for decorating the show card, and this month we are continuing the work, as shown in Fig. 3. This work is known as spatter drawings, and is a quick way of obtaining a stippled effect. In all cases it is necessary to use stencils. First make the drawing on a heavy Manila paper and then cut out the portion you wish to stipple with a sharp knife. This is then a stencil and should be laid flat on the card with small weights and pins. It is important that the stencil be kept tight to the surface to insure a clean cut outline. Holding the tooth brush in the left hand with a small stick in the other, dip the stick in your pen ink and draw it gently over the ends of the bristles of the tooth brush, making sure to hold the brush close to the card. Repeat this operation until the drawing is complete.

In Fig. 3 are shown a few illustrations which will assist in doing this work.

"A" shows the word "styles." This was done in the usual way with black ink and afterwards shaded with a black pen stroke. There are many other color combinations which can be used with good effect, such as blue ink with a black or dark blue shading, brown ink with a black or dark brown shade, or green ink with a black or dark green shade. The word styles is only given as a demonstration, and any other word or words can be made into a stencil in the same manner.

"B" shows a dainty scroll work, which can be used in many ways on the show card. Many different color combinations can be used to suit the card on which it is to be used.

"C" shows a two-tone drawing of a star. First make a drawing of a star as shown, marking it out plainly with a pencil. Make a stencil of half the star by cutting out only the portions which are shown as dark on the drawing. When this is stippled on the card, the stencil can be turned over and made to fit on the other part of the star. This, as can be seen, gives the drawing an embossed effect, and many different color combinations can be used effectively.

"D" shows another two-tone spatter drawing, made with the tooth brush. This is only one of the many drawings which can be obtained from journals, which will be of great aid in this work. This drawing was simply pasted on stiff paper, and cut out with a sharp stencil knife, thus saving much time with an effect just as good. The round background stencil is first applied quite lightly and the tiger is put on much heavier.

"E"—This small floral drawing is exceptionally adaptable to this season of the year, and is very easily made, two small stencils being all that is required. The flower should be made pink and the leaf green, with a black outline and stem.

The accompanying cards give a fair idea of how the alphabet in this month's lesson appears when in use. These cards do not illustrate work which has taken hours to execute, but cards that were made in a very short time, and they illustrate how fancy cards can be made quickly and effectively.



STORE WITH SOME SUMMER SUGGESTIONS

(Continued from page 96.)

tain their fresh and inviting appearance for almost any length of time.

A Show Window Advocate

In the foreground of the picture is the cup donated by the Ottawa *Citizen* in a window display contest. This cup is at present held by Mr. Johnson, who, on a number of occasions, has succeeded in carrying off the premier honors. In fact, Mr. Johnson has made a name for himself in this regard, having on one occasion won the first prize in an American competition, for which practically all the American stores were eligible.

Mr. Johnson has achieved his success in this line by avoiding the stereotyped form of window dressing. His windows are pictures that suggest a story, and he gives a great deal of time and thought to this side of his business—a side, by the way, that he places at the head of the list of those means that a merchant may adopt to attract and hold trade.

IF YOU HAVE THESE DISEASES THIS MIGHT INTEREST YOU

One of the properties of coffee that is not generally known is that it has a bactericidal action. A one-half per cent. infusion of coffee will kill the anthrax bacilli in three hours, while the virulent cholera organism succumbs in four hours. Other bacteria are killed by this strength infusion in two to six days. This property seems to be possessed only by an infusion of roasted coffee.—F. H. F.

Methods of Preserving Eggs Without Cold Storage

Many Merchants Interested in This Point—Some Methods Vouched for by Government Experts—A Description of the Methods to be Employed.

THE CANADIAN GROCER has several times of late been questioned regarding some practical method of preserving eggs. There are a great many stores that are far from the facilities of the cold storage warehouse, and yet not knowing how eggs may be treated in the months of plenty, they make no provision for the winter months, or have to draw their supply from the storage house at enormously enhanced prices.

Is there any way of preserving eggs during the summer months so that they will be available in the winter season?

The Government has made many experiments with the aim of reaching some satisfactory solution of the problem, and the methods described below have been tried with success. It is only fair to say, however, that no method has as yet been devised that improves on the cold storage method of preserving eggs.

However, for those to whom cold storage is practically an impossibility, or whose demands are not large, these methods that have the seal of approval of the Government experts may well be of value.

Two Systems Available

There are two methods that have been found to be of value. Both call for the preservation of the eggs in liquid, the only difference of the two systems being the composition of this liquid.

The system most generally favored because of its cheapness is the lime water system. The method is simply to keep the freshly collected eggs covered with a saturated solution of lime water. By a saturated solution is meant the maximum amount that water will take up. With water at average temperatures the solubility of lime is one part to 700 parts of water. In terms of pounds and gallons this means that one pound of lime is sufficient to saturate 70 gallons of water. However, as there are many impurities that creep into commercial quick lime, it would not be safe to work on this basis. To be sure that the solution is saturated it is wise to use a proportion that will assure you of absolute saturation. One pound of freshly slacked lime to fifty pounds (5 gallons) of water will leave an ample margin to cover all impurities.

Method to be Adopted with Lime Water System

The method of preparation is very simple. Slake the lime with a little water till it forms a milky substance, then stir this "milk of lime" so formed into the five gallons of water. This mixture should be kept stirred for several hours, after which it may be allowed to settle. The clear liquid that results is saturated lime water.

After the eggs have been carefully packed in some suitable receptacle such as a candy pail or butter tub, they are carefully covered with this saturated solution. As exposure to the air tends to weaken this solution and destroy its efficiency, it is well to protect the solution. This may be done by covering the surface of the liquid with sweet oil, or by covering the receptacle with sacking upon which a paste of lime is spread. This solution should be examined at regular intervals, and if there is any precipitation of the lime the solution should be drawn or siphoned off and a new solution poured over.

Have Liquid Prepared Ahead

If any large quantity of eggs are to be preserved, it is possible to have a considerable supply of the liquid made ahead, provided that care is exercised to assure the absolute saturation of the solution used. As lime is a very inexpensive article, it pays to take no chances on this matter. Use sufficient lime to assure the saturation of the liquid.

The Water Glass System

The other system of preserving is known as the water glass system. Water glass is a solution of silicate of soda, that is readily obtainable from all druggists. The general strength is a 10 per cent. solution, or one part of the water glass to nine parts of water. The water should first be boiled to destroy all vegetable or animal substance contained therein. The two substances are then thoroughly mixed and allowed to stand till cool, before using. The eggs are then covered with the solution.

What About Containers?

The only thing that needs to be considered with regard to containers is that they should not be of materials that corrode in water. Wooden vessels should be well scalded before being used.

The best results are obtained from eggs that are put up in April and May. At this season, eggs are not only cheaper than at other seasons, but they are also fuller, stronger bodied, and of all-round better qualities than those to be had during the hotter months. It is better, too, to candle all eggs before attempting to preserve them.

This information has been secured from the Department of Agriculture experts, and if these directions are carefully followed, the merchant should have no difficulty in successfully carrying over a stock of eggs into the seasons of scarcity.

Handling Eggs in Summer Time

Some Suggestions That Will Help to Make This Business More Profitable — A Little Care Will Save the Merchant From Much Annoyance and Loss

AS very many merchants are engaged more or less extensively in the handling of eggs for the farmer. It may not be out of place to suggest some methods of handling this product that will tend to add to the success with which they may be handled.

To successfully handle this trade from the farmer, most authorities agree that there should be some fundamental rules observed. The eggs should be gathered twice a day and should be kept in a dark, cool place when gathered. They should be marketed by the farmer not less than three times a week. The general merchant receiving these goods should adopt the same precautions. Not to market these goods at least three times a week is tempting fate in the hot weather, and is a sure source of dissatisfaction all round.

If this system is adopted the eggs can be handled with the minimum of loss and annoyance.

The poultry division of the Department of Agriculture, also gives some brief suggestions for the successful marketing of eggs, that it would be well for the merchant engaged in this business to consider, and also call to the attention of the farmers who deal with him.

The following are the interesting suggestions referred to:—

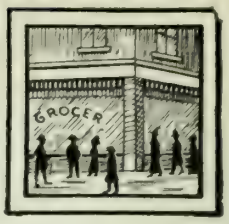
Some Timely Suggestions

1. Always keep eggs in a cool, dry place.
2. Always keep them covered with a cloth or other means to prevent fading or evaporation.
3. Never keep eggs near kerosene, onions, fish, or other strong smelling substance; they readily absorb odors.
4. Do not sell eggs known to be bad. It is dishonest.
5. Do not wash eggs.
6. Use the dirty, small, very long and grass-stained eggs at home.
7. Market the eggs as regularly and frequently as possible—at least twice a week in summer and once in winter.
8. Secure suitable crates for home use and thus prevent breakage and slight cracking.
9. Never use dirty, filthy cases, nor soiled, musty fillers in shipping. Remember that eggs are easily tainted and extremely perishable.
10. Never expose eggs for market to direct sunlight, rain, or to extreme heat.
11. Insist that your eggs and the eggs of your district be bought on a basis of quality, according to Canadian Egg Standards.
12. When shipping direct insist upon the eggs being carefully handled, placed under cover when awaiting shipment, and forwarded in clean, sweet cars.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

W. S. Vaughan, grocer, of St. John, N. B., suffered loss by fire and water.

Advices from Cuba show New Brunswick potatoes bringing $10.25 a barrel, a reduction owing to large quantities on hand.

James Collins, for many years one of the leading retail grocers of St. John, is retiring from business and is selling off his stock.

The fish market continues poorly supplied, with prices high but dealers predict a general drop averaging about two cents a pound in ordinary lines this week, owing to better weather for fishing during the last few days.

St. John River is almost ready for navigation and steamers commence running this week. This will free a large amount of produce for the city markets and also will afford the opportunity for heavy spring shipments of merchandise to up-river points.

There is an agitation, led chiefly by the moving picture interests, for the repeal of the daylight-saving plan which otherwise would go into effect on April 29 in St. John. The appeal is to suspend action until the plan is made universal throughout the Dominion.

Owing to the increased price of flour St. John bakers advanced their price from nine to ten cents for pound and a half loaves of "fancy" or two-pound loaves of plain bread. Larger groceries added two cents instead of customary one, making the retail price twelve cents; other groceries held price at eleven.

With the sardine season opening practically every factory along the New Brunswick coast and around Passamaquoddy has resumed operations. The fish are only fairly plentiful and there is a heavy demand as packed sardines are very scarce. The price to fishermen opens at $10, but predictions of $20 to $30 are common.

Lieutenant Maurice Mullaney, a member of the staff of Thomas Gorman, wholesale grocer, St. John, before the war, has been killed in action. Soon after war broke out he qualified for a commission in artillery but finding no opening, enlisted in the ranks and was promoted to sergeant-major. In his anxiety to get overseas he transferred to an infantry unit, qualifying for the rank of lieutenant.

CANNED GOODS SCARCE

It is reported from United States sources that a scarcity of canned goods is feared before the new pack is ready, and in some lines an actual famine is expected before next fall. This statement is confirmed by the entire exhaustion of some items. String beans, for instance, have long been off the market, and asparagus is almost unprocurable. Corn is almost gone and supplies of peas are getting low. Tomatoes are also running out and are being held at $1.85 a dozen, a dollar advance on last year's opening prices. Prices of salmon have more than doubled since last summer, owing to the heavy domestic demand and large shipments to foreign countries.



E. A. RICHARDSON

Eastern Sales Manager of the John B. Paine Co.

FACTORY AT WINNIPEG

E. A. Richardson Returns East as Sales Manager of John B. Paine Co.— Robert Barnes Goes West

E. A. Richardson, who came out to Winnipeg seven months ago to open a branch factory and office for the John B. Paine Co., Toronto, is returning East to take up the position of eastern sales manager. Mr. Richardson has been with this company in Eastern Canada for a good many years, and our readers will recognize his face in the above picture, although it will be observed that he is now without a moustache. As he will be calling on the trade again in Eastern Canada, his friends can look forward to seeing him.

The new factory at Winnipeg will in future be in charge of Robert Barnes. He comes from the factory in Toronto, and will hold the postion of Western manager. Besides superintending manufacturing operations at the Winnipeg plant, he will make periodic trips throughout the West, calling on the trade. He has just returned from a trip, during which he covered most of the largest centres.

John B. Paine, president of the above company, was in the West recently.

Quebec

Roy Alexandre, of Quebec, groceries, is dead.

The death of W. S. Silcock, Commission Merchant, St. Nicholas St., Montreal is regretted by many friends in commercial circles.

F. W. Fox, representing the Star Carrier and Tray Mfg. Co., of Rochester, N.Y., was a busines visitor to Montreal during the current week.

A new firm has recently been registered in Granby, Que., under the name of the Granby Bargain Store. It will be operated as a general store.

La Compagnie Commerciale et Industrielle de Rockland, Limited, has been incorporated at Rockland with a capital stock of $40,000, to carry on a general store business.

Very suddenly, last week, there passed away Gerald Lomer, president of the Canadian and Oriental Produce Co., Ltd., St. Urbain St., and also President of Gerald Lomer Ltd. His death so unexpectedly is regretted amongst a wide business acquaintance in Montreal.

Cecil Gordon, of J. Alex. Gordon & Co., Montreal, has returned from a visit to Great Britain, where he spent a number of weeks. He escaped submarine risks on the passage back, and is welcomed by many friends in wholesale business circles in Montreal.

Zephirin Hebert President of Hudon Hebert et Cie, and also of Montreal Board of Trade, has returned to business again after a brief holiday visit to Atlantic City accompanied by Mrs. Hebert. He reports keen interest on the part of many Americans in Canadian conditions at present, especially since the entry of the United States into the Great War.

Ontario

Mrs. Emma Gray, of Toronto, is selling out.

R. J. Thomas, of Hartford, has sold out to Jos. Howard.

C. H. Walker, of Fort William, has discontinued business.

A. S. Phillips, a Windsor, Ont., grocer, now has a chain of five stores.

N. L. Haveland, grocer, of West Lorne, Ont., has sold out to O. Brooker.

Alfred Burnett, of Toronto, has been succeeded by Reliable Butchers & Grocers.

Durham Canning Co., Ltd., has been incorporated at Trenton with a capital of $40,000.

Wm. Taylor & Son, Limited, has been incorporated with a capital stock of $40,000 to carry on a general grocery business at Owen Sound.

The Frankford Canning Co., Ltd., has

been incorporated at Trenton with a capital stock of $200,000, to deal in fruits, meats, vegetables, etc.

Brant Farmers' Co-operative Society, Limited, has been incorporated at Brantford with a capital of $40,000, to deal in grocery and other lines of trade.

Signaller V. R. Dowson, son of Robert Dowson, grocer, 234 Queen Street West, Toronto, has gone overseas with the 198th Battalion, Canadian Buffs.

Tillsonburg bakers have increased the price of bread to nine cents a loaf. The reason given for the change is the usual one. High cost of materials.

The evaporator plant of Graham Company, Limited, was totally destroyed at Belleville, with a loss of about $350,000. The plant was used for drying vegetables, which were to fill orders for the Allied Governments.

Geo. Ecclestone, grocer, London, Ont., has bought forty acres at Grand Bend on Lake Huron, comprising fourteen cottages, a large rooming house and bath house. Geo. H. Ellis, a former London grocer, is going to take charge of it for Mr. Ecclestone.

The London Retail Grocers are making elaborate arrangements for the Pure Food Show to be held in the Princess Winter Gardens. There will be dancing every evening. A first class orchestra of ten pieces is engaged for the occasion. It will be open every afternoon and evening.

John Bright, for the past five years Dominion Live Stock Commissioner, died in Ottawa on Monday evening last. The late Mr. Bright was one of the highest authorities in Canada in all questions pertaining to live stock, and his death will be a decided loss to the country.

In recognition of his 35 years' in the mercantile life of Barrie, a banquet was tendered to ex-Mayor James Vair of Barrie by the Board of Trade of that place. As a token of the esteem in which Mr. Vair was held by his fellow citizens he was presented with a handsome club bag. Mr. Vair recently sold his grocery business to T. B. Crothers of Georgetown, and is going to Toronto.

James D. Dewan, for the past 36 years on the road for Geo. Watt & Son. Wholesale Grocers, Brantford, has been superannuated, and given a very substantial pension by the firm. Mr. Dewan is over eighty years old and is the oldest traveller in Western Ontario. Mr. Dewan has resided in London for the past thirty years, but recently removed to Strathroy, "his former home," to live with his daughter, Mrs. O'Connor. His wife had a stroke some time ago and has never had good health since.

The Retail Clerks' Association, of Toronto, held an enthusiastic meeting recently in the Labor Temple, Toronto, where they were visited by W. H. Lewis, of the Retail Merchants' Association. He told the clerks that the merchants were in favor of early closing but to accomplish this end the co-operation of the clerks was needed. The following delegates were appointed to attend an open meeting of the Retail Merchants' Association as the representatives of the Clerks' Association, W. R. Cowan, C. F. McDonald, R. Horespool, C. W. Tinsley, H. Corsett.

THE NEW WAR TAX MEASURES

The war tax measure brought down by Sir Thomas White on Tuesday of this week are not of a very startling nature. They merely make more comprehensive the assessment on business profits, that were inaugurated in February 1916.

Under the 1916 tariff the tax was for incorporated Companies, having a capitalization of over $50,000 on all profits over and above 7 per cent. of the capital 25 per cent. and for businesses not incorporated the 25 per cent. tax was levied on everything over and above a profit of 10 per cent. of the capital.

Under the new measure this tax has been made somewhat more severe. By its provisions all profits over 1 per cent. of capitalization and up to 20 per cent. will be taxed to the extent of 50 per cent., while all profit over and above this 20 per cent. of the capitalization will pay to the Government 75 per cent.

While these changes seem fairly drastic on the surface, they are imposed rather late in the day to show any great degree of profit. The Bonanza of the war profiteer was in 1916 not in 1917. The war profits are now beginning to peter out and there will be comparatively little extra gain from these more stringent regulations. Had they been imposed a year ago they might have gone a long way towards meeting the country's indebtedness.

Considering the matter entirely from a non partizan standpoint it would seem that these measures are wholly inadequate to meet the very serious situation that is facing the country. An enormous debt is being piled up for later generations to liquidate, when it should be met here and now.

Unquestionably in the present change there is a hint of an approaching party struggle. There is little question that its mildness is aimed to concilliate. Otherwise why is the salary tax omitted. Sir Thomas White's explanations on that point do not seem to be entirely satisfactory.

It is unquestionably a good move to assess war profits, but when these taxes are admittedly inadequate to meet the growing debt, other means should be promptly adopted. We would not suggest further taxes on food products but there are still plenty of luxuries that could be made to pay their way without imposing a burden greater than could well be born. Financing great undertakings on practically limitless borrowing is as dangerous for a country as for a store.

Western Provinces

Orok & Watlie, general store, of Hughenden, Alta., have sold out.

Wood Bros., of Alameda, Sask., have been succeeded by Wm. Wood.

Gunn & Buckwold Bros., of Cadillac, Sask., are dissolving partnership.

Gorom & Peck, of Rosthern, Sask., have dissolved partnership. A. Gorom is continuing the business.

H. B. Gordon, general manager of Codville Co., Ltd., Winnipeg, returned last week from a trip to the East.

The partnership of Messrs Healey & Purkis, Bridgeford, Sask., has been dissolved. E. A. Purkis continues the business.

W. A. Armstrong, formerly sales manager for Telfer Bros., Winnipeg, has joined the staff of Scott-Bathgate Co, Winnipeg.

The Town of Salmon Arm, B.C., has recently re-organized the Board of Trade of that place and a systematic boosting campaign is being started.

A. S. Thomson, known to his friends as "Sandy" Thomson, has gone on a trip to California. He was formerly a traveler for the Medicine Hat Grocery Co.

S. S. Hart, formerly representative for Telfer Bros., for nine years, in the Western field, is now with the Scott-Bathgate Co., Winnipeg, and will cover Southern Manitoba.

The C. H. Grant Co., manufacturers' agents, Winnipeg, have moved to larger quarters at 1206 McArthur Building. They were formerly at 509 Merchants' Bank.

E. H. Henderson, formerly manager of the Canadian Salt Co., Windsor, Ont., who recently visited Winnipeg to explain the salt situation, has gone West as far as Vancouver.

On April 15 fire destroyed the store of R. E. Barbers at Macdonald, ten miles north of Portage la Prairie, Man., causing a loss of $9,000, partially covered by insurance.

John Hill, former credit man with the Weyburn Grocery Co., who left last year for Kelowna, B.C., has moved to Calgary, where he is now associated with the Mitchell Fruit Co.

Peace River Trading Co., Ltd., of Vancouver, has been incorporated with a capital of $250,000, to operate stores dealing in all lines of mercantile business, both wholesale and retail.

R. G. Persse, of Tees & Persse, Limited, manufacturers' agents and warehousemen, Winnipeg, has been on a trip to the firm's branches throughout the West, and should return to headquarters around May 1.

The Alberta Farmers' Co-operative Company will build forty new elevators throughout Alberta before the 1917 crop is ripe. The elevators will have a capacity of from thirty-five thousand to sixty-five thousand bushels each.

Lawrence Bonny, sales manager for

the Codville Co., in Winnipeg, left on Monday for Chatham, Ont., and from there will proceed to the Atlantic sea coast, where he will remain for two months. Mr. Bonny is taking a complete rest.

Word reached Winnipeg last week of the death on the battlefield of France of Lieut. R. F. (Bob) Aitken. He was employed by the Blue Ribbon Tea Co. He enlisted with the 27th Battalion, but subsequently transferred to the Grenadiers, with which unit he was serving when he was killed.

Samuel Korbin, Mayor of Canora, Sask., and a prominent general merchant of that town for the past twelve years, died very suddenly of heart failure some days ago.

Mr. Korbin was a Russian by birth, but was educated in England. He started business in Canora in a very small way, but gradually developed it into the premier business of this thriving town. He will be sincerely regretted by his many acquaintances throughout the country and in the community where he made himself so well respected.

Merchants in Winnipeg who give short weight, from a fraction of an ounce on a pound of sugar to hundreds of pounds on a ton of coal, are going to be checked up, according to civic officials. The Market License and Relief Committee recently told Market Superintendent Ridd to prepare a list of the convictions of the past year. Where a man is found to be a regular offender, it is probable that the committee will recommend that the maximum fine be inflicted.

Carnation Milk Products Co., Ltd., Seattle, Wash., have appointed Tees & Persse, Ltd., Winnipeg, as their agents between the head of the lakes and the Rockies, with the exception of Edmonton district. Carnation Milk Products Co., it will be remembered, bought out the plant of the Aylmer Condensed Milk Co., Aylmer, Ont., and will now supply the Canadian market with "Canada First" and "Carnation" brands, made at Aylmer and Springfield, Ont. Their policy will be to sell through the jobbing trade by brokerage representation, and Tees & Persse, Ltd., will handle these lines, through their offices at Fort William, Regina, Saskatoon, Moose Jaw, as well as through Tees & Persse, of Alberta, Ltd., Calgary.

EMBARGO FROZEN MUTTON TO CANADA

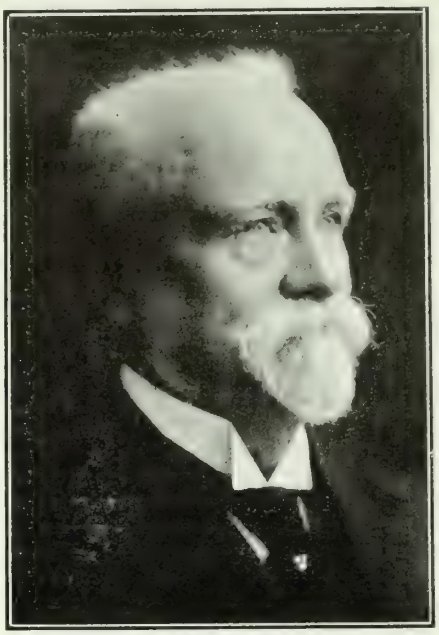
In the report of the Trade Commissioner for Australia, mention is made of the refusal of the Commonwealth Department of Trade and Commerce to permit the export of several thousand carcases of frozen mutton and lamb for Vancouver. The refusal was qualified with the intimation "for the present" from which it is inferred that a subsequent application may be successful. It is stated the Australian meat supplies are held to the order of the Imperial Government, whose requirements are of

PIONEER MERCHANT DIES

Thomas Robertson, President of Robertson Bros., Passes Away. Engaged in Candy Business for Past Fifty Years

THOMAS ROBERTSON, one of the pioneer candy makers of Canada, passed away at his residence, Elm Avenue, Rosemount, Toronto, on Thursday of last week.

Mr. Robertson was born in Selkirk, Scotland, seventy-eighty years ago, but came to Canada with his brothers quite early in life, and with them engaged in the candy manufacturing business under the name of Robertson Brothers. Mr. Thomas Robertson was the last of the brothers connected with the firm, which has been in existence for upwards of fifty years.



THE LATE THOMAS ROBERTSON.
—British & Colonial Press Photo.

At the time of his death, Mr. Robertson was president of the company, and had associated with him in the business his three nephews, Alex., Edward, and William Robertson.

Mr. Robertson was a keen business man and brought the Robertson Bros. business, located on Queen street east, to a high measure of success. Moreover, in his activities he gained for himself an enviable reputation for the highest business integrity.

Mr. Robertson never took a very active part in public life, but the business friends that he made through the course of his long and active business life will sincerely regret him.

GROCERS FAVOR MARGARINE

Winnipeg Branch of Retail Merchants' Association Think There Should be Regulations to Prevent Sale as Butter

"That the restrictions on the manufacture and importation of margarine should be removed, providing that proper regulation be made to prevent the sale of this product as butter," is the text of a resolution adopted last week at a meeting of the grocers' section of the Winnipeg branch of the Retail Merchants' Association, Quebec Bank building. It was the general opinion of the 25 grocers present that everything possible should be done for the consumer at the present time.

Early Closing By-law

Considerable dissatisfaction was expressed regarding the regulating of the early closing by-law. Several grocers stated that it was a common thing for restaurant keepers and confectioners to be busily engaged in selling groceries after 6 o'clock. A special committee was appointed to deal with this matter and to interview the police magistrate with a view to ascertaining what constitutes evidence in such cases.

The new by-law passed last week in the city council regulating the sale of groceries and other lines by druggists was hearily approved of by the section.

Half Holiday Success

A Fort Rouge grocer reported that the weekly half-holiday observed last season during June, July and August by the grocers of this district proved most satisfactory. It was felt that this would be a desirable step for other districts to take provided sufficient public sentiment could be aroused to make it a success.

The annual meeting of the Winnipeg branch of the association was held last Thursday, April 24.

PIONEER MERCHANT OF HURON DIES

One of the pioneer merchants of Huron County passed away on Sunday last in the person of William Scott, who has conducted a general store and grain buying business in Brucefield for the past fifty years.

Mr. Scott was born in Selkirkshire, Scotland, and came to Canada while a comparatively young man. He settled in Huron County and started the first store in Brucefield where he has carried on business ever since.

Of late years the business has been carried on in conjunction with his son Andrew, who is postmaster of Brucefield. The late Mr. Scott was in his eightieth year at the time of his death.

LONDON MERCHANTS FAVOR CLOSING

London Grocers Hold Election—Many New Names in Executive—Wednesday Closing Adopted

The last regular monthly meeting of the London Retail Grocers' Association was very largely attended, as there was very important business to be transacted. The election of officers for the ensuing year, and the Wednesday half-holiday were the most important items on the programme. After a great deal of discussion it was decided to close on Wednesday afternoons during the

months of May, June, July, August and September. This is one month longer than last summer, May being the additional month.

Considerable interest was taken in the election of officers, and quite a lot of new blood was elected to the executive. The following are the officers elected: President, Thos. Shaw; first vice-president, Joseph McLeod; second vice-president, J. T. May; secretary, Harry Harley; treasurer, Adam Palmer. Executive: G. B. Drake, C. J. Fare, N. Bilyer, Frank Pierce, with two others to be named by the President. One of the pleasant features of the evening was the presentation to the retiring President, Norman McLeod, of a handsome umbrella; and a beautiful cut-glass dish to the retiring treasurer, Thos. Shaw. Mr. Shaw has held this office continuously for the past fifteen years. It was decided to have two picnics during the summer months. The arrangements are left in the hands of the new executive.

BREAD UP IN WINNIPEG

Bakers Inform Public That High Cost of Flour, Sugar, etc., Compelled Them to do it.

Winnipeg bakers advanced the price of bread one cent last Friday to eight cents per loaf. They seem to have been loath to take this step on account of the tendency of the public to resent high prices. An investigation was recently held into the high cost of living, and the bakers were subjected to severe examination. However, they came out without a suspicion of having tried to hold up prices.

In drawing the attention of the public to this latest advance in the price of bread, they point particularly to the increase in the cost of materials used in its manufacture. One baker publishes the following:—

Cost of some materials used in making bread:—

	Price Jan. 27,1917	Price April 19. 1917
Flour, 1st quality	$9.00 bbl.	$12.20 bbl.
Flour, 2nd quality	8.50 bbl.	11.70 bbl.
Sugar	.0637½c lb.	.0760c lb.
Fats	14c lb.	19c lb.
Malt Extract ...	9c lb.	13c lb.

All other expenses, including labor, have advanced accordingly.

This baker continues as follows:—"Market conditions warrant a much higher price for bread, but we have decided to keep the price down to 8c a loaf as long as possible. We announce, therefore, that on April 20 the price of bread will be 8c per loaf—13 tickets for $1.

TWO NEW CANNERIES FOR TRENTON, ONT.

A new company known as the Frankfort Canning Company, was incorporated in Ontario, on March 6, to carry on a business of canners of fruit, vegetables, and meats. The company is capitalized at $200,000, divided into two thousand shares of one hundred dollars each. The head office will be situated at Trenton, Ont.

Another canning company to be known as the Durham Canning Company, Limited, was incorporated March 28 to carry on a general canning business. The authorized capital of the business is to be forty thousand dollars. The company will have its headquarters at Trenton, Ont.

NOTED DAIRYMAN DEAD

A. F. McLaren, Founder Imperial Cheese Co., Passes Away. Inventor of Cream Cheese—Noted Dairy Expert

A. F. McLAREN, of the McLaren Imperial Cheese Company, died in the General Hospital, Toronto, on Thursday, April 19.

Mr. McLaren has been ailing for some time and for some years past has relinquished his active participation in the business that bears his name, though he still remained a large stockholder of the company.



The Late A. F. McLaren.
—British & Colonial Press Photo.

Mr. McLaren was born in Lanark, Ontario, and in 1885 he started a business in cheese manufacturing in Stratford, a business that he had been interested in and familiar with from his earliest years. Mr. McLaren made himself an admitted master in the business of cheese making, and with him originated the idea that there was another way to handle cheese beside the conventional block cheese. From this grew the cream cheese idea, that has had such a phenomenal success.

Mr. McLaren was admittedly an authority on all matters relating to dairying subjects. He was for a number of years president of the Western Ontario Dairymen's Association, was one of the judges of dairy products at the World's Fair, in Chicago, in 1893. He was for some time a director of the Canadian National Exhibition, in charge of the dairying branch, and for some years was sole judge of dairy products at that Exhibition, a striking illustration of the general belief in his knowledge and integrity.

From 1896 to 1908, he represented the riding of North Perth in the Dominion House.

With the death of Mr. McLaren, the dairying interests in Canada have lost one of their best friends. He will be deeply regretted, too, by the members of the trade at large, among whom he was deeply respected.

CANADIAN CANNERS PLAN CAMPAIGN

There was a meeting of the Canadian canners, held in the rooms of the Company, Hamilton Trust Company Building, on Thursday afternoon.

The meeting was called to discuss the general conditions facing the trade. The reports of the general fruit crop were considered very reassuring, with the exception of strawberries, which it is feared will fall considerably below the regular pack.

While crop prospects for tomatoes, corn and peas, up to the present appear very satisfactory, it is felt that there may be a disturbing situation developed in these lines. The labor problem is a feature to be considered in this business as well as in the general agricultural line, and it is feared that this may militate against the large pack so urgently needed.

Despite the serious situation that arose last season in the canning trade, there is no disposition on the part of the jobbers to refuse to contract for their coming supply. The question as to whether it was advisable to send a representative west to conclude contracts was seriously debated. It was finally decided that a short trip should be made instead of leaving the whole contract business in the hands of the jobber.

FIGURING OUT COST

(Continued from page 113

turnover this merchant could make a far larger per cent. of profit in 1916 by marking up his goods with the same margin, than he did in 1905. Or, he could afford to mark his goods at a lower figure than his neighbor who had a smaller turnover, and still make the same net per cent. of profit on every $100 worth of goods sold.

A few points of explanation sent by this merchant should be inserted. The delivery expenses include the salary of a delivery boy. This was as CANADIAN GROCER intended the item to be understood in the blank form sent out.

In the case of taxes the percentage dropped from .010 in 1905 to .0067 of the turnover in 1916. In insurance it went down from .02 to .015—owing solely to the increased sales.

As the merchant wrote in commenting on his own report:

"Our per cent. for expenses has come down with the increase of the turnover. We could do considerable more business

with the same help and equipment if we could get the business.

"The above figures may in some cases, like on paper bags, etc., be slightly out, but are very close to correct.

Bad Debts

"Under delivery we charge up full time of delivery boy, although he does some back store work. However, if it wasn't for delivering we could not do without that help.

"Under bad debts you will notice the same percentage is given for each year. This is an item it is hard to charge to a particular year, but taking it over a term our figures are correct.

Not Fair P.C. for Delivery

"Percentage given for delivery is not a fair test in any case. It is a fact that in most—in fast, in all stores—quite a percentage of goods are not delivered, yet we figure delivery cost on total turnover. We believe that the cost on goods actually delivered will be nearer 5 per cent. than 2 per cent. in this business."

MILLERS WILL NOT PROTECT TEMPORARY FREE WHEAT

At a meeting of the Dominion Millers' Association held in Victoria Hall, Toronto, on Tuesday afternoon, the question of Free Wheat came very much to the fore. While the Association is entirely opposed to the curtailment of the tariff on wheat in principle, they were inclined to admit that under the present circumstances when trade conditions were far from normal that the temporary withdrawal of the tariff might very well work for the good of the country. The general feeling of the meeting was strongly in favor of endorsing the government action in the matter, provided that it was admitted that the measure was only of a temporary nature. After a good deal of discussion on the matter it was decided to take no definite action on the matter till the meeting in July when the new system would have had a fair trial.

The transportation problem during and after the war also came in for a good deal of attention. C. B. Watts the Secretary of the Association spoke of the efforts that the Association had made early in the war to have the government take over the shipping interests of the country and of the success of these efforts. In this connection the following resolution was passed.

(1).—That next to winning the war we regard the providing of ocean transportation for the products of Canadian soil, mines and factories the most important work before the Government, and to this end request the Government:

(a)—To arrange with the British Government that all mercantile ships now being built in Canada, including those for neutral countries, be taken over and paid for by the Canadian Government.

(b)—That the Canadian Government commandeer all Canadian shipbuilding yards, and pay the owners a fair rental therefor and salaries for operating the same, so as to utilize all the resources of Canada in providing transportation across the ocean for the products of Canada, without which all the efforts of the Government to extend our trade to Great Britain and other countries after the war will be absolutely useless, as Great Britain, the United States and other countries will use their shipping to extend their own trade and not ours, as the steps they are now taking to increase their mercantile marine plainly shows.

INCREASED FREIGHT RATE COMING

Probable Increase of 15 Per Cent. by June of This Year. Increased Cost of Maintenance Given As Cause

The CANADIAN GROCER is informed on the very best of authority that there will be a material advance in freight rates on all railways doing business in Canada. This increase is due to the very material advance in all the prices of all commodities used by the railways. The cost of rolling stock has increased materially, all steel products so extensively used in the railroad business have doubled in price. The cost of operation has also advanced to a very great extent.

The result of these conditions is that on or about June of this year there will in all probability be an increase of 15 per cent. in the present freight rates.

A change of this nature will affect every grocer as well as all other activities and will be still another item in the rising cost of all commodities.

TORONTO GROCERS FAVOR EARLY CLOSING

There was a meeting of the Grocers' Section of the Toronto branch of the Retail Merchants' Association held in the Association rooms, Monday evening of this week, with the president, F. C. Higgins, in the chair.

The chief matter brought to the attention of the meeting was the subject of early closing during the summer months. The members present expressed themselves as being strongly in favor of the scheme, but felt that any action to be effective must be unanimous, as acording to the city statutes, it required the expression of a favorable opinion by 75 per cent. of the retail merchants of the city before such a measure could become law. It was decided therefore, to ask the Toronto branch representing all the retail merchants, to hold an open meeting where all members of the retail trade could meet and discuss this important matter, and where representatives from the Clerks' Association could also join in the discussion.

WINDSOR, N.S., MERCHANTS ELECT OFFICERS

The first annual meeting of the Windsor, N.S., branch of the Retail Merchants' Association was held in the council chamber, Windsor, on April 16. The chair was occupied by the president, W. W. Shaw, and there was a very good representation of the merchants present.

J. Cuthbertson Doyle, secretary of the Nova Scotia Provincial Board, was present and in an interesting address outlined some of the important activities that the association as a whole had undertaken during the course of the past year. Special reference was made to vigorous action of the association in championing the rights of the retailer against the aspersions of unjust prices, and reference was also made to the measures being adopted to urge the appointment of an Inland Trade Commission.

The following officers were then elected:—

Pres.—W. W. Shaw.

1st Vice-pres.—Geo.D. Gelbert.

2nd Vice-pres.—H. E. Wilson.

Sec.-Treas.—G. H. Shaw.

The question of the weekly half holiday was brought up for decision and after careful consideration a resolution was unanimously passed to close every Thursday at 12 o'clock a.m., during the months of June, July, August and September.

CANADA'S RIP VAN WINKLE

Evidently Ottawa, after it had passed the Order-in-Council withdrawing the tariff on wheat, put it entirely from its mind. American wheat began to drift into Canada and no duty was charged, but when Canadian wheat began to drift the other way it ran up against the good old tariff of years standing. Of course, the Americans had read of the changed conditions in the newspapers. But then newspapers have been known to be mistaken, and they not unnaturally expected that the Canadian Government would tip them an official wink on the subject. Four days after, with a considerable quantity of Canadian product stalled at the border a letter was finally sent. A moral might be drawn from this on the wisdom and value of keeping your correspondence up to date.

NEW GOODS DEPARTMENT

The Sunset Soap Dye Company of New Rochelle, N.Y., have evolved a new dyeing substance that is claimed to do away with most of the difficulties associated with the troublesome task of dyeing.

The new preparation is an innovation in that it is a combination of soap and dye. The article to be washed is washed at the same time it is dyed. It is claimed for the product that any variety of material can be dyed without endangering the fabric, and that it does not soil the hands or stain utensils as the ordinary dyes do because all traces of color are readily removed with hot water.

The dyes are made in practically all the colors.

The Canadian distributor of the product will be the Harold F. Ritchie & Co., Toronto.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THERE has been continued activity in the flour market during the week, a further advance of 50c per barrel having been recorded on the price chronicled last week. Wheat prices held up well during the week and flour was naturally strong in sympathy with the grain. Sugar held steady at the advance recorded last week, but there was a weakening in the raw market in New York during the week. Wholesalers report the demand for sugar has been exceptionally heavy from the consumers, which to them indicates that householders have been stocking up in anticipation of high prices. They point out that until these supplies are used up there may later be a light demand.

Meats of various kinds have been in a generally firmer market. Eggs have advanced slightly in view of the fact that commission men have started to place some in storage. There is a disposition on the part of some commission men not to place eggs in storage this year owing to the uncertainty of being able to export them through lack of tonnage. Maple syrup is reaching the market in larger quantities and prices have been firmer, owing to the increased demand.

In dried fruits dates have registered an advance. Prunes are quoted higher and a further increase has been announced by importers of candied peel. Tea continues in very firm position. Advices received state that some supplies have left Calcutta, but at best these shipments are considered only a very small fraction of the tea that should be on the way to Canada if relief could be looked for. Much higher prices for Indian and Ceylon teas are expected. Shipments of fresh halibut from the West Coast are now being made to Eastern points. Apples are scarce, practically the only kind in the market being the American box apples.

Advances have been recorded in cleaning powder, jams, baking powder, icing sugars, clothes lines, brooms, shelled walnuts, condensed milk. Business has been very good during the week.

QUEBEC MARKETS

MONTREAL, April 24.—In general the market for the present week shows, at the time of writing, rather an irregular tone, for the country produce is beginning to become easier in price, while the great matter of wheat and flour is setting the pace as to strength. Potatoes are extremely firm again. Root vegetables seem inclined to follow potatoes in price tendencies. Black teas are still stronger in market tone. Coffee is still the quiet member of the beverage family. Cocoa shows a hint of advance. Rice is firmer in tone. Some nuts are shaded up, and the scarcity of beans and some other articles of the general market, such as certain lines of dried fruits, keep as before. The cereals are all firmer, due to the firmness of the wheat market. In general the outlook is for further advances in several lines.

Sugar Market Shows Some Fluctuation

SUGAR.—There was an easier tendency to sugar in New York at the beginning of this week, the holders of raws being obliged to meet the refiners to some extent. This has not altered conditions of price in Montreal, for the cost of sugar has advanced by 25c since last report, and the passing weakness in New York did not produce any immediate change downwards locally. One of the Montreal refineries was quoting $8.25 per 100 pounds for extra granulated, but was not doing any business except, it is said, as a special favor to particular customers who absolutely had to have some supplies. Large shipments of sugar for Great Britain are awaiting transportation across the Atlantic now, and the general tone of the market is for firmness at present.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 50
Acadia Sugar Refinery, extra granulated	8 40
Canada Sugar Refinery, extra granulated	8 25
Wallaceburgh sugar	8 50
Special icing, barrels	8 50
Yellow, No. 1	8 10
Powdered, barrels	8 60
Paris lumps, barrels	9 10
Crystal diamonds, barrels	9 10
Assorted tea cubes, boxes	9 10

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Demand For Canned Goods Keeps Brisk

Montreal.

CANNED GOODS.—Without any actual alterations in prices of canned goods for the current week, there is a decided note of firmness again in these lines. The fact that one wholesale firm has added 5c per dozen to canned salmon, "Chums," making their price for these $1.40, is noted, and indicates the tendency. As to the canned meats and vegetables, both Canadian and imported, there is a steady firmness throughout all these lines. Demand keeps very good for canned goods, indeed increasing, and the outlook is for greater firmness as the season goes on, with probably higher prices before very long.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1 lb. talls	1 45	1 80
Cohoes, 1 lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 3s	1 85	2 15
Tomatoes, 2½s	....	1 90
Tomatoes, 2s	....	1 60
Peas, standards	1 25	1 50
Corn, 2s, doz.	1 60	1 75
Corn (on cob, gallon cans), doz.	....	8 50
Red raspberries, 2s	....	1 75
Red cherries, 2s	....	1 85
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Apples (gallon)	3 25	3 50

Outlook For Prunes Is Still Firmer

Montreal.

DRIED FRUITS.—Demand for dried fruits keeps very quiet, but not abnormally so, and for the current week there is rather an absence of feature to this section of the market. Prunes promise greater firmness, and the efforts of a faction in California to form a new association of growers appear to be making slow progress. Should there be no success in this plan by May 1, it will not be continued for the present season. In any case, there is not much chance of this affecting prices, which are already going steadily towards the higher levels. Raisins are likely to open firm also this season in California. Dates have advanced a cent a pound to the importer.

and the market for these is also very firm. Figs and other dried fruits partake of the same general tone of firmness, with no actual advances to record as yet.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 12½
Apples, choice winter, 50-lb. boxes	....	0 12½
Apricots (old crop)	0 18	0 19
Slabs	....	0 19
Choice, 25's, faced, new crop	....	0 22
Nectarines, choice	....	0 11½
Peaches, choice	0 11½	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 27
Lemon	....	0 24
Orange	....	0 25
Currants—		
Filiatras, fine, loose, new	0 18	0 21
Filiatras, packages, new	0 20	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	0 12½
Farts, choicest	....	0 12½
Hallowee (loose)	....	0 11
Excelsior	....	0 10
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	0 09½
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat	....	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	....	0 13½
40 to 50, in 25 lb. boxes, faced	....	0 13
50 to 60, in 25 lb. boxes, faced	....	0 12½
70 to 80, in 25 lb. boxes, faced	....	0 11½
90 to 100, in 25 lb. boxes, faced	....	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels (loose), 2 crown	..	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11½
Valencias, 4-crown layers	....	0 11

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Firm, And Cane Syrups Up

Montreal.

MOLASSES AND SYRUPS.—The firmness in molasses continues, and there are strong opinions on the market to-day to the effect that molasses may yet see higher prices. At present the quoted prices maintain, the wholesale grocers charging 70c per Imperial gallon for fancy grade. Corn syrups have not altered in price this week, but the market is still very strong and firm, and the manufacturers are accepting orders only subject to the conditions which have lately prevailed, making the prices practically open. Cane syrups are up for barrels, being now $6.50 to $7 for barrels and half-barrels of Crystal Diamond respectively. The outlook in all these lines is for greater firmness.

	Prices for Fancy, Island	Choice, of Montreal.
Barbadoes Molasses—		
Puncheons	0 70	0 65
Barrels	0 73	0 67
Half barrels	0 75	0 70

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Perfect seal jars, 3 lbs., 1 doz. in case, case	....	3 95
2 lb. tins, 2 doz. in case, case	....	4 35
5 lb. tins, 1 doz. in case, case	....	4 55
10 lb. tins, ½ doz. in case, case	....	4 45
20 lb. tins, ¼ doz. in case, case	....	4 40
Barrels, about 700 lbs.	....	0 06
Half barrels, about 350 lbs.	....	0 06½
Quarter barrels, about 350 lbs.	....	0 06½
2 gallon wooden pails, 25 lbs. each, per pail	....	2 00
3 gallon wooden pails, 38½ lbs. each, per pail	....	2 90
5 gallon wooden pails, 65 lbs. each, per pail	....	4 45
Lily White—		
2 lb. tins, 2 doz. in case, per case	....	1 85
5 lb. tins, 1 doz. in case, per case	....	7 65
10 lb. tins, ½ doz. in case, per case	....	4 95
20 lb. tins, ¼ doz. in case, per case	....	4 90

Nuts Are Subject To Some Advances

Montreal.

NUTS.—Shelled walnuts are quoted higher in some quarters, and are higher in the primary markets also. From 48c to 50c is being quoted by one large firm of wholesalers, but others are not as yet quoting higher than 48c. The price to the importer is already 49c, however, and further advances in this line would almost seem inevitable. Peanuts continue to be the firmest line on the market, and these have advanced again this week by from ½c to 1c, the reason being the steady use of peanut oil by the British markets. The demand for all kinds of nuts since the Jewish holidays ended is not particularly active, but consumption is sufficiently steady for the season.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Brazil nuts (1916 crop), per lb.	0 20	0 21
Filberts (Sicily), per lb.	0 16	0 17
Hickory nuts (large and small), per lb.	....	0 09
Peanuts (coon), per lb.	....	0 12
Peanuts (Jumbo), per lb.	....	0 15
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	0 70	0 75
Walnuts (Grenoble)	....	0 18
Walnuts (shelled)	0 45	0 48
Walnuts (Marbot), in bags	0 13	0 16
Walnuts (California No. 1.	....	0 24

Scarcity Of Beans The Main Feature

Montreal.

BEANS.—Beyond the fact of the great scarcity of good Canadian beans in this section, there is little special to note as to the market for these dried vegetables during the present week. Farmers who were supposed to be withholding large stocks of beans have really had few to dispose of, but there is a prospect of better planting for the coming season. Foreign beans are filling the deficiencies of the market as well as can be expected. Limas keep in firm market, and the recently imported South American beans are slowly securing favor. The outlook is for continued firmness in beans.

Beans—		
Canadian 3-lb. pickers, per bushel	....	8 50
Canadian 5-lb. pickers	7 50	8 10
Yellow Eyes	7 75	7 95
Lima, per lb.	....	0 16
South American	....	5 70
Peas, white soup, per bushel	3 75	3 90
Peas, split, new crop, per bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	5 00	5 75
Barley, pearl, per bag 98 lbs.	6 25	6 50

Rice Shows Firm Tone; Also Tapioca

Montreal.

RICE AND TAPIOCA.—As pointed out last week, there is a firmness in the market for rice, and with fair reason, when it is considered that rice as a foodstuff compares so remarkably with flour in scale of price. Rice, which used to be dearer as a food than flour, is to-day cheaper by a good deal. The chances are in favor of further firmness and advances. One large firm in Montreal has during this week advanced real Carolina rice to $9.50 per 100 lbs. Other firms are quoting rather less than this, but the prospects are that there may be an evening up. The proposed cancellation of 15 per cent. of rice contracts by a Western firm is causing vexation in Montreal wholesale circles, as orders have been taken on the strength of the contracts made previously. Tapioca is again on the firming trend, with short supplies, and arrivals uncertain.

Rangoon rice, per 100 lbs.	4 80	4 85
"Texas" Carolina per 100 lbs.	....	7 40
Real Carolina, per 100 lbs.	8 50	9 50
Patna (fancy)	....	7 65
Patna (good)	4 90	6 90
Siam, No. 2	....	4 65
Siam (fancy)	....	5 90
Tapioca, per lb.	0 11½	0 12

An Advance in Cocoa Expected

Montreal.

COCOA.—There is every indication of advancing prices for cocoa put up in tins. One of the large firms of Canadian cocoa manufacturers and packers is contemplating advances, and probably by next week the situation may be more definitely outlined. At present the prices on small packages of cocoa as quoted last week are no longer regarded as constant for even the brief period between the writing of this and its publication. The outlook is for an appreciable advance in prices, but for the present bulk cocoas seem likely to stand firm.

Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

Coffee Market is Still Unstirred

Montreal.

COFFEE.—There is still no event of note to alter the tone of the coffee market. The great markets of the world for the commodity have been sagging and firming here and there to a small extent either way from time to time, but the local markets everywhere have shown small disposition to be affected by the temporary movements due to outside influences, and inside stresses rather than to any great economic factor at work. The one great economic factor dominating the whole coffee situation remains constant until the Prussian menace is laid for ever, and the paths of Europe are again trodden by the footsetps of Peace. The outlook for a greater demand for coffee due to the high price of tea is good at present, but so far no definite sign in this way has developed.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 28
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 21
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Tea Market Still Extremely Strong

Montreal.

TEA.—There is no change to report this week in the condition of the tea market generally. The matter of black teas continues to give anxiety to the market,

but there are some hopeful views held to the effect that in spite of the ominous tendencies of the day there may be before very long some relief in the form of cargo space available or ships devoted exclusively to carrying cargoes of teas. Sailing ships will be available no doubt if steamers cannot be found, and tea as a cargo is no stranger to the company of "white wings." Japan teas are in good demand, and before long news of the new crop will be coming forward. Prices remain as last week. Stocks get low, and there is a steady increase in demand for all teas that are at all marketable.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Marked Firmness In Gingers Noted

Montreal.

SPICES.—There is every indication of greater firmness in spices though the market in Montreal has so far not altered very much, and the matter of prices to retail trade is still unaffected by very great firmness in the primary markets. The markets of New York report great shortages in several lines, and keenest demand for spot stocks and near futures Gingers have shown a very marked advance in primary markets and New York, the gradual increase in values of these having amounted in all to a fifty per cent. advance only now becoming felt by the wholesale houses and grinders. It is almost impossible to choose a spice which is not now in firmer market and there is a possibility of tariff changes in the States which may affect spices to still greater firmness.

	5 and 10-lb. boxes.	pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 19	—0 23
Cassia	—0 25	—0 87	—0 37
Cayenne pepper	—0 28	——	—0 35
Cloves	0 32—0 35	—0 90	—0 39
Cream tartar—50c to 55c.			
Ginger (pure)	—0 20	——	——
Ginger, Cochin	—0 25	——	—0 31
Ginger, Jamaica	0 30—0 35	—1 15	—0 40
Mace	—0 80	——	—1 00
Nutmegs	0 40—0 60	—0 45	—0 80
Peppers, black	—0 30	0 87—0 95	—0 38
Peppers, white	—0 37	1 17—1 22	—0 40
Pastry spice	—0 25	0 25—1 20	—0 29
Pickling spice	—0 25	——	——
Turmeric	0 21—0 23	——	——
Lower prices for pails, boxes or bailers when delivery can be secured.			
Cardamom seed, per lb., bulk		2 00	2 50
Carraway, Dutch (nominal)			0 60
Cinnamon, China, lb.		0 18	0 25
Mustard seed, bulk			0 25
Celery seed, bulk		0 36	0 46
Shredded cocoanut, in pails		0 21	0 23
Cinnamon, per lb., 35c.			
Pimento, whole			12-15

Potatoes Again Set The Pace for Roots

Montreal.

FRUIT, VEGETABLES. — Potatoes are again feverish. They have reached the phenomenal figure of $4.00 per 80 lb. bag for Quebec White, and $3.75 for reds. These prices are believed to be due to local shortage, and there is every expectation that they will decline a little even before a great many days pass. Red Onions show a shade of reduction in price this week. Spanish onions in large crates are also easier, these bulbs beginning to sprout a little now in storage which reduces their value. All the roots are exceedingly firm. Beets, carrots, parsnips etc., all seem to take their cue from potatoes. Rhubarb is a shade easier, and will be getting cheaper before long. Brussels sprouts are about off the market. Boston lettuce is a little easier. Tomatoes remain exceedingly firm. In the fruits Ben Davis apples grow more expensive as supplies dwindle, the oranges, bananas, etc., being priced as last week.

Bananas (fancy large), bunch	2 75	3 50
Oranges—		
Navels, per box	4 00	4 25
(Floridas)	....	5 50
Valencia (Blood), half case	....	3 25
Valencia, Ordinary and large	4 50	5 50
Grape Fruit	....	4 00
Lemons	3 75	4 25
Apples—		
	No. 1	**No. 2**
Spies	8 50	7 50
Baldwins	7 00	6 50
Kings	5 50	5 00
Wagners	6 00	5 50
Russets	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches	....	3 00
Celery (Florida), per crate	5 00	6 00
Celery (U.S. washed), doz.	....	1 50
Onions, red, per bag (75 lbs.)	....	7 50
Onions, Spanish, per crate	....	7 50
Onions, Spanish, ½ crate	....	4 00
Onions, Spanish, ¼ crate	....	2 50
White onions, per bag (100 lbs.)	....	6 00
Potatoes, per bag (80 lbs.)	....	4 00
Potatoes (new) per bbl. (150 lbs.)	....	10 00
Potatoes (red)	....	3 75
Potatoes (sweet), hamper	....	3 50
Carrots, per bag	....	2 00
Beets, per bag	....	2 00
Parsnips	....	1 50
Turnips	1 50	2 00
Lettuce, Curly, per doz.	....	0 75
Lettuce, Romaine, doz.	....	1 00
Lettuce (Boston), per box of 2 doz.	....	3 50
Tomatoes (Florida), per crate	7 00	9 00
Horse Radish, per lb.	....	0 25
Cabbage (barrel), (old)	....	12 00
Cabbage (new), New York, cratee	7 50	8 50
Cabbage (new), per hamper	....	6 00
Cauliflowers (doz.)	2 50	4 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	....	4 00
Beans, U.S., green, basket	....	4 00
Leeks, per doz. bunches	....	4 00
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	4 00
Spinach (Canadian), hamper	....	2 00
Do., per bbl.	....	7 00
Rhubarb, per doz.	1 25	1 50
Rhubarb (U.S.A.), per lb.	....	0 10
Eggplant, per doz.	....	3 00
Cauliflower, crate	....	4 25
Garlic (Venetian) lb.	....	0 12
Endive (Canadian), lb.	....	0 25
Strawberries (Louisiana), pints	....	0 16

Fair Activity is Noted in Fish Trade

Montreal.

FISH.—The fish trade is fairly active, and prices as a rule have a tendency towards lower levels. This would apply particularly to sea fish both from East and West. Arrivals of halibut and haddock from the East are this week pretty large and as a consequence prices have dropped a little. Due to the break-up of ice on the rivers pike, perch, carp, etc., have been more plentiful and it is expected that this week and next week, prices will be low. No quantities of fresh fish from the Great Lakes have been marketed yet, and whatever supplies are available are sold at pretty firm prices. Trade in pickled and salt fish is at a standstill. Due to cold weather oysters both in the shell and in bulk, clams, scallops and shrimps are in demand with steady prices. Lobsters are also more plentiful, and prospects are for larger quantities arriving, and lower prices prevailing.

SMOKED FISH		
Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, per bundle of 5 boxes	....	1 00
Smoked boneless herring, 10-lb. box		1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		9 00
Salmon (Labradmor), per bbl.		20 00
Salmon (B. C. Red)		16 00
Sea Trout, red and pale per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), (100-lb. box)		9 50
Codfish (Boneless), Blocks "Ivory" Brand per lb.		0 10
Codfish, Shredded, 12 lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 30
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH.		
Halibut	0 16	0 17
Haddock, fancy, express, lb.		7½— 8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, lb.		10
Salmon, Western	16	—18
Salmon, Gaspe	18	—20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 12	0 13
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	....	1 50
Malpeque oysters (choice) per bbl.	....	13 00
Malpeque Shell Oysters (ordinary), bbl.	....	10 00
Cape Cod shell oysters, per bbl.	....	12 00
Clams (med.) per bbl.	....	8 00
FRESH FISH.		
Haddock	0 08	0 09
Steak Cod	0 09	0 10
Market Cod	0 08	0 08½
Carp	0 10	0 11
Dore	0 18	0 20
Lake trout	0 16	0 17
Pike	0 11	0 12
B.C. Salmon	0 23	0 25
Gaspereau	0 03½	0 04
Western Halibut	0 18	0 19
Eastern Halibut	0 16	0 17

ONTARIO MARKETS

TORONTO, April 25.—There was a generally firm market in all grocery products during the week with a continuation of excellent trading. There has been heavy buying of sugar on the part of retailers and wholesalers are of the opinion that consumers market during the week, with stocks pretty well cleaned up and an advance made effective by importers. Candied peels have again moved higher and dates have been advanced. Baking powders have been increased in price and package icing sugars, cream of wheat and shelled walnuts, brooms, clothes lines and condensed milk are some of the other lines that have had an upward tendency. Some Texas onions reached the local market and found ready buyers. Canned goods and cereals of all kinds were in firm market with advances recorded in quite a number of lines.

United States Is Contemplating Sugar Tax

Toronto.

SUGAR.—As to what effect the imposition of an excise tax of 1c per pound on sugar consumed in the United States will have on the price of sugar in Canada is a matter for conjecture. According to a dispatch from Washington to the Weekly Statistical Sugar Trade Journal of New York the statement was made that Congress was engaged in working out the details of the bill for

raising revenue to conduct the war. It was stated confidential estimates of the Secretary of the Treasury proposed to raise $92,000,000 by excise tax of 1c per pound on refined sugar, $57,966,301 by an import duty of 5 cents per pound on coffee, $5,803,689 by a 20 per cent. duty on crude cocoa and $15,505,798 by a duty of 15 cents per pound on tea. While no sugar is now imported into the United States it is proposed that if the tax were imposed it should be made applicable to imported refined sugars. This latter clause would be a bar to Canadian refined sugars entering that market. As to whether there might be a sympathetic movement in the price of Canadian refined sugar remains to be seen. One of the authorities on the sugar situation in the United States computes the cost to the consumers at the refining centres would be 11c to 12c per pound with this additional tax added. The out turn of the Cuban crop is now estimated at less than 2,700,000 tons. There has been a heavy buying movement of raw sugars in the United States as a result of this estimate when sales of between 950,000 and 1,100,000 bags were made. There is still an acute situation with respect to freight, delays anywhere from one to four weeks being the order. As reported last week in last-minute information before going to press Canadian refined sugars were all advanced 25c per hundred, now making the basis of extra graulated $8.64 at Toronto. Canada Sugar Refining Company and Acadia Sugar Refinery are still withdrawn from the market. Nominally the former company is still on the same basis as before the recent advance but they are not taking any business.

	per lbs.
Atlantic, St. Lawrence extra granulated sugars..	8 64
Acadia Sugar Refinery, extra granulated.....	8 64
Canada Sugar Refinery, extra granulated.....	....
Dominion Sugar Refinery, extra granulated.....	8 64
Yellow, No. 1	8 24
Special icing, barrel	8 84
Powdered, barrels	8 84
Paris lumps, barrels	9 24
Assorted tea cubes, boxes	9 24

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Baking Powder, Clothes Lines And Brooms Up

Toronto.

BAKING POWDER, CLOTHES LINES, BROOMS, SOAPS.—Manufacturers of Lennox soap have advanced the sale of this brand. Orders have been so heavy that they have been forced to withdraw pending catching up with orders. Procter & Gamble also announced they have withdrawn the thirty-day protection on contracts. Goldust has been moved higher, large size now being quoted at $5 per case, a 30c advance. For the 10-cent size the price is $4.15 and for the 5-cent size it is also $4.15, which represents an advance of 20c. Lytle's 2-lb. jams have advanced 15c per dozen and are now quoted at $2.50, while Beasley's jams in 2-lb. containers are now quoted at $2.25, an advance of 30c per dozen. Cleveland and Royal Baking powder have been advanced, the increase amounting to 5c per dozen on the small 10-cent size and 45c per dozen on the 16-oz. Package icing sugars have advanced 20c per dozen, now being quoted at $1.20, for Pure Gold and $1.25 for Cowan's. Cotton clothes lines have been increased, three-ply 30-foot is now quoted at $1.50 dozen, 40-foot at $1.80, 48-foot at $2.15, 50-foot at $2.25, 60-foot at $2.70, 72-foot at $3.25, 80-foot at $3.60 and 100-foot at $4.50 per dozen.

Brooms And Pancake Flour Have Advanced

Toronto.

CREAM OF WHEAT, WHITING, PANCAKE FLOUR.—Cream of wheat is one of the cereals that has been advanced, now being quoted at $7.20 as compared with $6 formerly. Whiting has made a big advance during the week to $2.50 and $3 per hundred, the former price being $1.50 per hundred pounds. Aunt Jemima pancake flour and buckwheat flour have been moved to higher levels, in cartons of 18 packages selling now at $2.15 per case as compared with $1.85 formerly, while the cases of 36 packages are now quoted at $4.20 as compared with $3.60 formerly. Brooms have again been advanced 25c per dozen, the lowest price now being $5.75 with a range up as high as $7.25 per dozen. Condensed milk has been increased in certain brands, St. Charles now selling at $5 per case, a 10-cent advance, while the hotel size is quoted at $5.65, an advance of 15c. For reindeer coffee and milk no further orders are being accepted for the present. Aylmer canned beets are now quoted at $1.95 dozen, an advance of 20c, while B. & M. lima beans in tins are also quoted at $1.95 per dozen, which is also a 20c advance.

Molasses In Bulk Has Been Moved Higher

Toronto.

MOLASSES AND SYRUPS.—West India molasses in barrels and half barrels has been increased 3c per gallon and in 10-gall. kegs 10c per gall. This advance follows an advance announcedly the importers last. There is a continuation of firmness in the molasses market, representatives of importing concerns are still limiting the amount of the orders for this class of goods. Corn syrups held in steady market at the advance announced last week. Cane syrups were also in firm position.

Corn Syrups—		
Barrels, per lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case.....	....	4 35
Cases, 5-lb. tins, 1 doz. in case.....	....	4 55
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case.....	....	4 80
Molasses—		
Fancy Barbadoes, gal.	....	0 75
West India, half barrels, gal.....	....	0 45
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz....	....	3 75
Tins, 2-lb., baking grade, case 2 doz..	....	2 75

Golden Wax Beans, Corn And Pumpkin Up

Toronto.

CANNED GOODS.—Advances have been recorded during the week in golden wax beans of 5c to 10c per dozen and on corn of 10c per dozen. Pumpkin is also selling 10c per dozen higher. There has been a continued good demand for corn and stocks are getting within very narrow compass. Canned goods of all kinds are in a firm position with a good consumptive demand. Quotations are still being made on lobsters for delivery in June, the price running from $2.70 for Epicure to $3 per dozen for Mephisto. Packers on the east coast are proceeding with the pack. There was some doubt at one time whether there would be any lobsters packed at all owing to the shutting off of the British market.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb., talls	2 75	3 00
Alaska pinks, 1-lb. talls	2 40	....
Chums, 1-lb. talls	1 40	1 45
Pinks, 1-lb. talls	1 65	1 80
Cohoes, ½-lb. tins	1 45	1 50
Cohoes, 1-lb. tins	2 50	2 60
Springs, 1-lb. talls	2 40	2 75
Lobsters, ½-lb., doz.	2 60	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 15	2 25
Tomatoes, 3s	....	2 40
Peas, standards	....	1 35
Peas, early June	....	1 45
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	....	3 00
Corn, 2's, doz.	1 85	2 00
Pumpkins, 2½'s	....	1 95
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	2 50	2 60
Pineapples, Hawaiian, 2s, doz.	2 35	3 00
Pineapple, Hawaiian, 1s, doz.	....	1 50

Package Dates Up; Bulk Dates Off Market

Toronto.

DRIED FRUITS.—An advance of 20c to 25c per case has been recorded in the price of Dromedary dates, which now makes the selling price $4.20 to $4.25. Excelsior dates remain unchanged at previous quotations. Hallowee dates in bulk are practically off the market as importers are unable to get further supplies. Another advance of 1c per pound has been made by importers in the price of American candied peel. In the local market prunes have been advanced by importers ½c per pound all round. Wholesalers in some instances have also advanced their prices for any supplies on hand. Most of the stocks are within narrow compass, and importers state to be on a par with first prices at the coast local prices should be at least 1c per pound.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 21	0 22
Patras, per lb.	0 22	0 23
Vostizzas, per lb.	....	0 23
Cleaned, ½ cent more.		
Australians, lb.	0 21	0 22
Dates—		
Excelsior, packages, 3 doz. in case..	3 25	3 60
Dromedary dates, 3 doz. in case.....	4 25	4 60
Hallowee, per lb.	....	0 11½
Figs—		
Taps, lb.	....	0 06½
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25s, faced	0 13½	0 14½
40-50s, per lb., 25s, faced	0 12½	0 13½
50-60s, per lb., 25's, faced	0 12	0 12½
60-70s, per lb., 25's, faced	0 11½	0 12½
70-80s, per lb., 25's, faced	0 09½	0 12
80-90s, per lb., 25's, unfaced	....	0 11½
Peaches—		
Choice, 25 lb. boxes	0 12	0 12½
Stds., 25-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14

Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 15	0 16

Teas Move Upward; Buyers Are Keen

Toronto.

TEAS.—There was a disposition to quote higher prices on Indian and Ceylon teas during the week, Pekoe Souchongs being quoted up to 43c per pound. Word has been received by some importers that supplies of tea have left Calcutta destined for Canada but when they will arrive is still matter for conjecture. Tea men point out that there is bound to be a shortage of teas as it will be impossible to get sufficient supplies across from the producing areas. There is no doubt in the minds of tea men but that prices will go much higher. There has been quite a bit of buying during the week wherever stocks were available. In the New York market there was a decided firmness, the lowest grade selling as high as 45c per pound for Indians and Ceylons. Rumors were afloat during the week that Salada tea had again advanced but these rumors were without basis.

	Per lb.
Pekoe Souchongs	0 43
Pekoes	0 45
Orange Pekoes	0 48 0 50
Broken Pekoes	0 50
Broken Orange Pekoes	0 50 0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Demand For Coffee Reported Very Heavy

Toronto.

COFFEE, COCOA.—One of the large dealers in coffee reported the demand as unprecedentedly good last week. It is thought some of this extra demand has been caused through the higher prices that have prevailed for tea. There is some possibility that the situation between Germany and Brazil may affect the price of coffee. There is talk there of a break between the two countries. Many of the planters of coffee are Germans and their help is Italian and Portuguese. Now that Germany is an enemy of Brazil there is some possibility that the Italian may break their contracts and refuse to work, which would prevent the harvesting of the crop unless the Government takes over the plantations. Locally the prices remained unchanged.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 15	0 17
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 15	0 20

Cream of Tartar In Very Firm Market

Toronto.

SPICES.—Cream of tartar have advanced 2c per pound in the primary market in New York during the week and the local market has taken on some of the firmness evidenced there. Locally prices have not advanced but there was intimation that high prices could be looked for in the near future. Cloves continued in firm position and pickling spice is being quoted firm in some quarters at 25c per pound. Coriander is also in continued firmness. Demand for spices of all kinds is reported very good.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, white	0 38	0 45
Peppers, black	0 30	0 35
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 28	0 38
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	....	0 50
American high test	0 55	0 58

Shelled Walnuts Have Been Advanced

Toronto.

NUTS.—There has been a firm market for shelled walnuts during the week with considerably activity noted in the demand. Quotations are now being made on a basis of 50c per pound firm. Cable advice from France during the latter part of last week stated that a further advance of 1c per pound had been made in shelled walnuts and stated that stocks were rapidly diminishing. Shelled peanuts are also in very firm market. Although they are selling locally at 14c per pound they would cost to lay down on the basis of present cost in primary markets 15¼c per pound. Within the past two months the price of shelled peanuts has jumped from 8¼c per pound to 14c at primary points for No. 1 Virginia. Java peanuts have been shut out of the local market owing to the tightness of the shipping situation and this has thrown a heavy demand on peanuts grown on this continent. Stocks of peanuts are getting within very narrow compass at the producing points.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12½	0 15
Brazil nuts, lb.	....	0 15
Cocoanuts, per sack 100	....	6 00
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	....	0 50
Walnuts, California	0 26	0 33
Peanuts, lb.	....	0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.	....	0 85

Second Grade Siam Rice Up ¼c to ½c

Toronto.

RICE AND TAPIOCA.—As indicated in our report of last week that low grade Siams were in a firm position and would likely advance, that advance has been made effective during the week and amounts to ¼c to ½c per pound. In the Southern rices there is a continuation of the firm position with very little stock held in first hands, although there are holdings still in the hands of speculators. Considerable quantities of rice are going into the export business. And this is holding the price up well. Tapioca held steady in price due to the fact purchases made at lower prices have been a steadying factor.

Texas, fancy, per 100 lbs.	8 25	8 50
Siam, fancy, per 100 lbs.	6 50	7 00
Siam, second, per 100 lbs.	5 50	6 00
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	7 50
Tapioca, per lb.	0 11½	0 12½

Lima Bean Stocks Well Cleaned Out

Toronto.

BEANS.—There has been eager inquiry for beans of all kinds during the week. Limas have been pretty well cleaned out of the local market with little chance of additional supplies coming forward. The United States Government has been in the buying and this has pretty well cleaned up existing stocks in the United States. Ontario beans are also within very narrow compass and Rangoon beans are practically out of the market. There has been a better demand for California black eyes during the week owing to the cleaning up of stocks of other beans and an advance of 20c per bushel was recorded.

Ontario, 1 lb. to 2-lb. pickers, bush.	7 50	8 00
Rangoon, per bushel	6 50	7 00
Black eyes, California, bushel	....	5 00
Yellow eyes, bushel	7 20	7 75
Limas, per pound		0 15

Package Cereals Again Move Upward

Toronto.

PACKAGE GOODS.—A further advance of 10c per case has been recorded in the price of Quaker corn flakes which now makes the selling price $2.95. There is a firmness also in all rolled oats in packages owing to the higher price for oats in bulk. There is a firmness in the market for corn products, owing to the condition in the grain markets. Starches and corn starches held steady during the week at the advances recorded last week.

Cornflakes, per case	2 95	3 40
Rolled oats, round, family size, case	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10
No. 2, pound cartons	....	0 09
Starch, 6 lb. packages, per lb.	0 08½	0 11½
In 1-lb. cartons	....	0 10

Car Of Fresh Halibut Arrived During Week

Toronto.

FISH.—A car of fresh halibut arrived from the West Coast during the week and is going into trade channels at 16½c to 17c per pound. Halibut from the East Coast is expected to reach the local market in the near future. Supplies of fresh white fish and salmon trout are still very light, but with the opening of navigation on the lakes it is presumed conditions will be more favorable to fishermen and that there will be heavier receipts in consequence. Trade in fish lines has again revived somewhat after the lull in trade following the Lenten demand. Smoked boneless

herring and skinless cod are now off the market. Salt cod and quail on toast have also gone to their long home for the summer months as the season for this class of fish is over. Frozen halibut is slightly easier in price by ½c, being now quoted at 16½c to 17c. Cohoe salmon is firmer, the range being from 13c to 14c as compared with 12½c to 13c last week. Oysters are now entirely out of the market.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	0 12	0 12½
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	1 50	2 00
Digby herring, bundle of five boxes	1 10	1 25
Strip cod, 30-lb. boxes	....	4 50
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits	....	2 60
FRESH SEA FISH.		
Crabs, per dozen	....	1 00
Halibut, frozen	0 16½	0 17
Chicken halibut, fresh, per lb.	0 15	0 15½
Halibut, medium, fresh, lb.	0 16½	0 17
Qualla salmon (pink), frozen	0 10	0 10½
Cohoe salmon (red), frozen	0 13	0 14
Haddock, fancy, express, lb.	0 09	0 10
Steak, cod, fancy, express, lb.	0 12	0 13
Flounders, lb., frozen	....	0 06
Winkels, per bag	....	1 75
FRESH LAKE FISH.		
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 12½	0 13
Whitefish, lb., fresh	....	0 20
Trout, lb., fresh	....	0 20
Goldeyes, lb.	0 07	0 08
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Yellow pickerel	0 12	0 13
Smelts, No. 1	....	0 12½
Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20

Green String Beans And New Turnips In

Toronto.

VEGETABLES. — The first green string beans and new turnips arrived in the market during the week from Louisiana, the former being quoted at $3.50 per hamper and the latter at $1.75 per hamper. Some Texas onions also reached the local market during the week and were sold in 50-lb. boxes at $4.25 to $4.75. Spanish onions in crates were slightly easier being quoted at $8.50 as compared with $9.50 last week. Canadian hothouse cucumbers are now in and are quoted at $3.50 to $4. Florida celery is easier in price, being quoted at $2.75 to $4, representing a decline of 75c per case. Potatoes are again firmer, being quoted up as high as $4.50 per bag for New Brunswick Delawares. Parsley is down 25c per dozen, selling at 75c. Florida tomatoes are quoted down from the high quotation, now going to the trade at $6.50 to $7. With the coming of some of the new vegetables from the South there is now a greater variety in the market.

Asparagus, Cal., case	6 00	7 00
Beets, bag	1 75	2 25
Beans, green string, hamper	....	3 50
Brussel sprouts, imported, quart	....	....
Cucumbers, Can., hothouse, 11-qt. bkt.	3 50	4 00
Cabbage, hampers	....	....
Cauliflower, Cal., 15 to 24 in box	2 75	4 75
Carrots, bag	....	2 00
New, hamper	....	2 25
Celery, Florida, half case	2 75	4 00
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
California head lettuce, hamper	....	3 00
Mushrooms, 4 lbs.	2 75	3 00
Onions—		
Spanish, crate, 120 lbs.	....	8 50
New Zealand, 997-lb. boxes	....	9 00
Texas, 50-lb. box	4 25	4 75
Green, per bunch	....	....
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	4 25	4 50
Sweet Jerseys, hamper	....	....
Western, 90-lb. sack	....	4 00
Ontario, 90-lb. sack	....	....
Parsnips, bag	2 50	2 75
Radishes, doz. bunches	....	0 50
Spinach, barrel	....	5 50
Green peppers, doz.	....	1 00
Tomatoes, Florida, 6-basket carriers	6 50	7 00
Parsley, doz.	....	0 75
Watercress, doz.	....	0 30
Turnips, bag	0 75	0 90
Turnips, new, hamper	....	1 75

Oranges And Pines Are Lower In Price

Toronto.

FRUIT.—California navel oranges are now reaching the market in plentiful supply and the price is easier as a result, being down 25c to 50c per case at $3 to $3.50. Florida oranges are not plentiful at present, but where quotations are made they are sold at $3.50 per case. Some Valencia oranges which are part blood oranges are selling as high as $4 a case. As the season of heavy production of pineapples approaches there is a tendency toward lower prices, being quoted down 25c per dozen on the higher-priced grades. Messina lemons also show a tendency to lower prices. Apples are pretty well cleaned out of the local market, about the only thing remaining being some boxes of American apples. Strawberries in quart boxes are 4c under last week and are quoted at 28c while the pints are selling at 15c. Fruit is moving freely with the approach of spring.

Apples—		
Boxes, American	2 50	3 00
Bananas, bunch	2 25	3 00
Oranges—		
Cal. Navels	3 00	3 50
Valencia oranges, part blood	....	4 00
Floridas, case	....	3 50
Grapefruit, Florida, case	4 50	5 50
Grapefruit, Cuban	....	4 50
Lemons, Cal., case	4 00	4 25
Messinas, case	3 50	3 75
Pineapples, Porto Rican	3 75	4 25
Cuban, case	....	....
Rhubarb, doz. bunches	1 00	1 20
Strawberries, 1-qt.	....	0 28
Strawberries, pints	....	0 15

MANITOBA MARKETS

WINNIPEG, April 24.—It is pretty well understood by the trade that advances are in order in cereals and that these may be expected at any time. Jobbers are expecting one on Krinkle Corn Flakes, and are telling dealers that they will make no mistake in buying now. Krinkle corn flakes are quoted at $2.25 per case of 3 doz. An advance took place recently in Cream of Wheat, which jumped from $6 to $7.20 per case.

Following are some of the changes expected: Tanglefoot fly paper is already up. Fly catchers will probably follow. Gingerbread molasses have advanced 25c. per case, and Domolco 50c. per case. Corn products are advancing, and starches, both cooking and laundry, have advanced 1½c. since first of the month. There were three advances of half a cent on these two articles since April 2. Bee Hive and Crown corn syrup 2's are quoted at $4.48 per case, and white corn syrup at $4.98. Corn syrup in ½ bbls. is 7c. per lb. There has been another advance in twine amounting to 2c. lb., now quoted 3-ply 31½c., 4-ply, 45c. Ideal blue is up 3c. lb. Lima beans are quoted to-day at 15c. per lb. It is difficult to secure white beans at any price in Winnipeg. There has been a steady advance in Connor's sardines in oil, ¼'s. Price up till now has been $4.55 per case, but it has recently jumped to $5.65 per case, making advance of $1.10 to the retailer.

Rice, which has been considered one of the cheapest foods on the market, has at last started to go up, and with a big stride. On account of lack of tonnage on the Pacific Ocean, Siams and Japans have advanced 25 per cent., but the effect of this on the retail price will not be very marked for a considerable time, owing to the fact that jobbers have made contracts with milling companies up to the end of December, and will probably not raise their prices until later in the year. Some mills are only filling part of the contracts made with the jobbers, and give as their excuse that tonnage they had already contracted for had been seized by the government.

Some Refiners $9.00; Others Advance to $9.25

Winnipeg.

SUGAR.—A peculiar situation existed last week in the sugar market. On Wednesday, April 18, three refiners advanced the price of their sugar 25c., while two refiners continued to quote $9. There has been an enormous amount of buying going on since sugar started to advance, in fact some people think that the retail trade have been buying too much, and that many of them have been speculating. However, it is generally agreed that the trade will see still higher sugar, in fact some of the jobbers claim that it will not be long before the price is up to 12c.

High Prices Asked For Corn Syrup

Winnipeg.

SYRUP.—There has been another advance in corn syrup, being the third since first of the month. New quotations are as follows:

	Per case
Bee Hive or Crown, 2s	$4 48
Bee Hive or Crown, 5s	4 73
Bee Hive or Crown, 10s	4 61
Bee Hive or Crown, 20s	4 62
Crown, quart sealers	4 18
White Corn Syrup, 2s	4 98
White Corn Syrup, 5s	5 23
White Corn Syrup, 10s	5 11
White Corn Syrup, 20s	5 12

Cane syrup will now be considered one of the best values on the market, as the price is now below that of corn syrup, which is something unusual. There is a heavy demand for it. The molasses market continues very firm, Gingerbread and Domolco having gone up 25c. and 50c. per case respectively.

Currant Prices Delayed; Evaporated Apples Scarce

Winnipeg.

DRIED FRUITS. — It now looks as though evaporated apples are going to be scarce and very high, in fact some local jobbers are paying as much in Ontario as they are quoting the retail trade to-day.

Stocks are said to be almost cleaned up in Eastern Canada. The following are typical quotations in Winnipeg:

50-lb. boxes..... 12c.-13c.
25-lb. boxes..... 12¼c.-13½c.
3-lb. cartons .... 42c.-44c. each.

Currants are likely to be a problem this year. Up to the present the Australian Government has not given permission to ship. Quotations have not yet been made on new crop, thus jobbers are not sure whether they are going to get any. Prunes are steadily advancing, and likely to go higher; the same thing may be said of prunes, peaches and apricots. It was stated two weeks ago that raisins were not moving as fast as desired; it looks as though they are moving quick enough to send retail prices up. Winnipeg jobbers have been carrying stocks which were bought last Fall, and many of them have not advanced their prices at all. As stocks run out, it becomes necessary to replace them at higher prices; thus the retailer must expect to pay more.

Dried Fruits—		
Apples, evap., 50-lb. boves, lb.	0 12½	0 13
Apples, 25-lb. boxes	0 13	0 13½
Apples, 3-lb. cartons, each..	0 42	0 44
Pears, choice, 25's	....	0 13⅜
Apricots—		
Choice, 25's	....	0 23
Choice, 10's	....	0 24
Peaches—		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants—		
Fresh cleaned, half cases, Australian, lb.	....	0 22
Dates—		
Hallowees, 68-lb. boxes	....	0 12½
Fards, box, 12 lbs.	....	2 00
Raisins, California		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes.	....	0 10
3 crown, loose, 10-lb. boxes.	....	0 10½
Figs—		
California cooking, 25's	....	0 09
Mediterranean, 33-lb. mats...	....	0 08½
Prunes—		
90 to 100, 25s	0 09½	0 09¾
40 to 50, 25s	0 12	0 12½
Peels—		
Orange, lb., 7-lb. boxes	....	0 22½
Lemon, lb., 7-lb. boxes	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

Lima Beans 15c Lb.; Split Peas $7.00-$7.50

Winnipeg.

DRIED VEGETABLES. — Winnipeg wholesale dealers are freely admitting that they have no white beans to offer. What there are in the city are selling at $7 per bushel. Quotations on lima beans have jumped to 15c. per lb. Split peas are hard to get, and what there are, are bringing $7 to $7.50 for 98's. Dealers are looking for an advance in barley at a very early date.

Beans		
Japanese or Manchurian, white beans, bushel	....	7 00
California Lima Beans—		
80-lb. sacks	....	0 15
Barley—		
Pot, per sack, 98 lbs	....	4 75
Pearl, per sack, 98 lbs	....	6 60
Peas		
Split peas, sack, 98 lbs	7 00	7 50
Whole peas, bushel	....	5 65

Rice Advances 25%; Tonnage a Problem

Winnipeg.

RICE.—An advance of 25% was reported last week on all grades of rice, this being attributed by local men to lack of tonnage from Japan. The situation is rather complicated because millers have contracted with local jobbers as far ahead as December. Lack of tonnage will also send tapioca and sago up. Price to the retailer on rice and tapioca should not advance for some time.

Rice—	
Japan, No. 1, 50-lb. sacks, lb.	0 05¾
Japan, No. 2, 50-lb. sacks, lb.	0 05⅜
Siam, 50-lb. sacks, lb.	0 04¾
Patna, 50-lb. sacks, lb.	0 05⅞
Carolina, 100-lb. sacks	0 08¾
Ground rice, 10-lb. boxes, lb.	0 07⅛

Black Teas Scarce.

Winnipeg.

TEAS.—Good black teas are said to be practically unobtainable in the first market. Japan teas for future are expected to rule about the same as last year's prices, which were not exceedingly high. If there is any advance on last year's price, it will be small.

Coffee Slightly Firmer

Winnipeg.

COFFEE.—Local brokers advise that Rios and Santos have advanced 80 points within the past ten days, this being due, it is stated, to shipping conditions. One may be inclined to attribute these high prices to the fact that Brazil has broken with Germany; brokers state that this is not the case, as coffee was never cheaper than it is in Brazil, the higher prices being due entirely to the difficulty in securing bottoms.

Peanuts Advanced

Winnipeg.

PEANUTS.—The price of peanuts has advanced this season over 40%, and reports coming in from Virginia are to the effect that farmers are being paid 6c. per pound all round, and that all Virginia peanuts will be out of the hands of the cleaners by July, 1917. An advance occurred here on April 17. Spanish shelled peanuts are reported extremely scarce.

Cornmeal Was $3.00; Now Quoted $4 for 98's

Winnipeg.

CORNMEAL. — Local brokers report that their principals in the U.S. are refusing to quote on cornmeal owing to the high price. As readers know, the corn market has been extremely high of late, resulting in higher prices on corn products, such as corn syrup, corn starch, cornmeal, etc. Up to two weeks ago dealers quoted $3 on cornmeal for 98's. Last week prices advanced to $3.55, and it is nearer $4 now.

Future of Canned Goods Depends On Two Factors

Winnipeg.

CANNED GOODS.—If you ask anyone what the canned goods situation is like, they invariably tell you that they do not know. That is a fact, because conditions are so complicated. On the one hand conditions tend to send prices up next year, whereas there are also conditions which seem to have a tendency to bring prices down. It will depend on how strong these influences are, which way the market goes. For example, a representative of a canning concern in Eastern Canada who visited Winnipeg last week, stated that about one-third of the canners in the East are not contracting for acreage, the reason being that they are unable to secure tins or labels. On the other hand, conditions locally would indicate that the demand is going to be much smaller this year than expected. It may be that this is too early to speak about the consumer demand. Should the demand suddenly become very heavy during the next few months, prices of canned goods will go higher, whereas if the demand continues slow, as at present, prices are liable to remain where they are.

Forecast of New Salmon Quotations

Winnipeg.

CANNED SALMON.—Spot stocks in Winnipeg are pretty well cleaned up. Some of the jobbers have been compelled to advance their prices on all grades, but even at that, selling prices are still lower than cost price on the Coast. It is expected that everything will be pretty well cleaned up by July 1, and before that date higher quotations may be expected.

Some advance information regarding new pack has been secured, and the following figures will give the retailer an idea of what salmon will cost next year:

Chums, 1 lb. talls, case of 4 doz..			$ 6.10
Pinks,	do	do	.. 6.65
Red Cohoes	do	do	.. 9.50
Red Sockeye	do	do	.. 11.85

The increase in prices as compared with last year is about 50% on Chums and Pinks, about 25% on Cohoes, and about 15 to 20% on Sockeye. The principal items entering into this increased cost are tin and labor.

Potatoes Advance Again Celery Now $8.50 Case

Winnipeg.

FRUITS AND VEGETABLES.—The potato market continues towards firmness, and local wholesalers are asking $1.75 to $2.25 for No. 1 White potatoes. It looks as though the market will hold firm until the seed potatoes are all off, and that is what the big demand is for just now. That will be in two or three weeks. The chief demand is coming from the States. On account of a good demand for California celery, and scarcity, the price has advanced from $7 to $8.50 per case. Supplies of celery are nearly done, and there will be no more until new crop is in from B.C. Old carrots are scarce, and are up to $2 per bushel. Turnips are bringing 2c. per lb. New cabbage is selling as high as 15c. per lb., and is scarce. The demand for oranges has fallen off somewhat, probably because there is such a lot of small stuff going out, such as

(Continued on page 131)

FLOUR AND CEREALS

Flour Prices Again Show Increases

Montreal.

FLOUR AND FEEDS.—Flour has continued its advancing march. This week showed another most pronounced advance, and once again flour shows a total advance for the week of over a dollar. This advance is very largely due to the wheat market conditions. In these markets there is still a great deal of excitement, and free wheat has not yet had the effect of lowering wheat in either the United States or Canada, while the market speculation, owing to this condition, has had quite the opposite tendency. Moreover, there is no present indication that there will be any decline, so that flour remains in a very strong position, despite the high figures.

Winter wheat evinces the same tendency, while feed prices have again advanced materially. The week's advance in these goods totalled $2.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	12 70	12 90
Second patents	12 20	12 40
Strong bakers	12 20	12 40
Winter Wheat Flour—		
Fancy patents	11 50	11 85
95 per cent., in bags	11 15	11 55
Bran, per ton	42 00	44 00
Shorts	45 00	46 00
Special middlings	46 00	47 00
Feed flour	53 00	54 00
Feed oats, per bushel		0 85

Cereal Market Still Advancing

Montreal.

CEREALS.—The cereal market, keeping in line with the flour market, shows advances all along the line. Graham flour shows a very considerable advance, now selling at $6.20. Whole wheat flour has also advanced. Wheatlets have advanced 75c and even split peas show a slight increase.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat flour, 98 lbs.	....	5 00
Corn flour, 98 lbs.	....	4 60
Cornmeal, yellow, 98 lbs.	4 00	4 25
Graham flour, 98 lbs.	....	6 20
Hominy, granulated, 98 lbs.	6 15	6 20
Hominy, pearl, 98 lbs.	....	4 75
Oatmeal, standard, 98 lbs.	....	4 30
Oatmeal, granulated, 98 lbs.	....	4 30
Peas, Canadian, boiling, bush.	....	3 85
Split peas	....	7 50
Rolled oats, 90 lb. bags	....	3 75
Whole wheat flour, 98 lbs.	....	6 20
Rye flour, 98 lbs.	....	5 00
Wheatlets, 98 lbs.	....	6 45

Flour Is Now Quoted at $12.60

Wheat Market Reached New High Record During Week—Heavy Household Demand Slackens

Toronto.

FLOUR.—An advance of 40c per barrel was recorded in last-minute paragraph last week while CANADIAN GROCER was on the press, which made the price of Manitoba flour at the time of last issue $12.10 per barrel. With the continued firmness in the wheat market in the closing days of last week there was a further advance of 50c per barrel in flour, which makes the price $12.60 for Manitoba first patents at the time of writing. On Thursday of last week the price of cash wheat at Winnipeg reached high record when sales were made at $2.43⅝ per bushel. On Friday there was slightly lower quotation at $2.42⅝, and on Saturday cash wheat dropped to $2.39⅞ per bushel. During the first of the present week there was an easier tendency to wheat, but prices held around $2.39¼ on Monday, but on Tuesday advanced 8¾c to $2.48. The price of wheat in Chicago dropped during the week owing to the flattening out of the heavy household demand for flour. This demand was engendered by reason of the advancing price of flour. Owing to the strong position of wheat at the close of the market on Tuesday, Manitoba flour is in a very firm position, and an advance is expected. The price of wheat on Tuesday constituted the new high record. But then new records are being made almost every day. Deliveries of flour and feeds from the West have been very poor, but with the opening of lake navigation it is anticipated some relief will be given. A new regulation has gone into effect that makes some difference in the method of buying of flour for export. In the past exporters in Canada were allowed to sell and ship to the Old Land. Now all buying for export business will be done in Canada by British Government interests. Ontario winter wheat flour has also advanced $1.10 per barrel, and is now quoted at $11.20 in car lots for high patents. Some flour business has been attempted in the United States since reciprocity, but as yet none has been reported. Ontario wheat, however, has crossed the line since last week.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	12 60	12 80
Second patents	12 10	12 30
Strong bakers	11 90	12 10
Ontario Winter Wheat Flour—		
High patents	11 20	11 50
Second patents	10 70	11 00

Wheat And Oat Lines Make Big Advance

Toronto

CEREALS.—Big advances have been recorded during the week in all lines of cereals made from corn, wheat and oats. The increase has been due to the high prices that have prevailed in these grains. Yellow cornmeal is quoted up to $4.60. Rolled oats have been advanced 10c per 90-lb. sacks, and oatmeal has been quoted up to $5.50 for standard. Rolled wheat in 100-lb. barrels has advanced 75c, and is now quoted at $6.25 Yellow split peas have advanced 75c per bushel. Pot barley and pearl barley have both advanced 50c per sack. There has been a good demand for cereals of all kinds, and the firmness continues.

	Less than car lots	
Barley, pearl, 98 lbs.	6 70	6 90
Barley, pot, 98 lbs.	4 75	5 00
Buckwheat flour, 98 lbs.	....	5 25
Corn flour, 98 lbs.	4 60	4 75
Cornmeal, yellow, 98 lbs.	4 40	4 60
Graham flour, 98 lbs.	....	6 05
Hominy grits, 98 lbs.	4 60	4 75
Hominy, pearl, 98 lbs.	4 60	4 75
Oatmeal, 98 lbs.	4 75	5 50
Rolled oats, 90 lb. bags	4 25	4 40
Rolled wheat, 100 lb. bbls.	6 05	6 25
Whole wheat flour, 98 lbs.	....	6 05
Wheatlets, 98 lbs.	6 30	7 00
Peas, yellow split, bush.	8 00	8 50

Above prices give the range of quotations to the retail trade.

Millfeeds Again Advance $2 Ton

Toronto

MILL FEEDS.—With the steadily ascending price of grains of all kinds, mill feeds have again been moved to higher levels, an advance of $2 per ton having been recorded in bran, shorts and feed flour and $1 per ton on special middlings. Shipments of feed from the West have been poor owing to the embargoes on the railways. Some of the large mills, with headquarters in the West, have been forced to close down for periods owing to their inability to get their products out. With the opening of navigation it is thought relief will come. Manitoba oats were advanced 2c per bushel, and Ontario oats 1c per bushel.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	40 00	42 00
Shorts	43 00	45 00
Special middlings	46 00	48 00
Feed flour	55 00	57 00
Ontario oats, No. 2 (nominal)	0 74	0 76
Manitoba oats, No. 2 (nominal)	....	0 82½

Flour Jumps From $10.80 to $12.20 Per Bbl.

Winnipeg.

FLOUR AND CEREALS.—First patents stood at $12.20 at the beginning of this week. Some idea of the advance which has taken place in flour can be gathered from the fact that last week-end the price of first patents was $10.80. Flour jumped from $10.80 to $11, then to $11.50, to $11.90, and finally to $12.20. These advances came with an advancing wheat market, which can be attributed partly to the fact that the Canadian Government now allows American wheat and flour to come into the country free, and

vice versa. This announcement was made on Tuesday, April 17, and two advances followed very quickly. The trade here are not inclined to attribute the remarkable advance in wheat to "free wheat" only. Some millers are of the opinion that Sir George Foster meant the price of wheat to come down when he removed the duty, but it did not have that effect. People are at a loss to know why wheat advanced the way it did last week. Crop reports from large American winter wheat states have been considerably better than for several weeks past, and reports indicate that Canadian visible supply of stocks of wheat are fairly heavy. A report was current last week that the United States, Great Britain and Canada are preparing to buy up the Canadian wheat crop; this probably means the 1917 crop, and would not affect the present market. The feeling here is that the free wheat will not have much effect for some time to come, as American flour mills, like those in Western Canada, are probably over-sold, and it is not likely that either will invade the other's market for several months. Before venturing on any campaign in Canada, they would probably want to make sure that this was a permanent measure, and not a war measure only. Millers agree that the Americans will invade this market, especially if the duty remains off after the war.

Rolled oats advanced to $3.50 for 80's, this being the result of an advance in oats. Oats have been steadily going up, and it is not believed that the high wheat market had much effect. Grain men have been looking for a high price on oats for some time. Package oats were not affected, still being $4.10 per case. Oatmeal jumped to $4.40. Cornmeal advanced to $4 for 98's, following a further advance in corn which has been advancing in sympathy with oats. Feeds jumped $3 per ton, bran now being quoted $33, shorts and middlings at $35, and chop at $48. Chop advanced as a result of advance in oats and barley. Bran and shorts went up on account of the advance in wheat. All mills are still oversold on feed, and with the American market thrown open, Canadian mills will have a further demand, as prices of feed in the United States are higher than in Canada.

Flour—		
Best patents	....	12 20
Bakers	....	11 70
Clears	....	11 30
XXXX	....	9 10
Cereals—		
Rolled oats, 80's	....	3 50
Rolled oats, pkgs., family size	....	4 10
Cornmeal, 98's	....	4 00
Oatmeal, 98's	....	4 40
Feeds—		
Bran, per ton	....	33 00
Shorts, ton	....	35 00
Middlings, ton	....	35 00
Mixed chop, ton	....	48 00

PRODUCE AND PROVISIONS

(Continued from page 136)

for eggs has been good and outside markets are all firmer. With this combination of conditions this market has advanced, 32c. now being paid to country shippers. This is 13c. a dozen higher than was paid last year at this time. With these prices in vogue, produce merchants cannot see their way clear to store them, and with any decline in outside markets, the Winnipeg market is bound to decline too. The trade have been paying 32c. during the past week, but the price advanced to 34c last week end. Butter.—Storage stocks are practically nil, and fresh made is not coming along freely enough to take care of requirements, consequently, the market has a temporary strength. Production will, of course, increase during the next week or two, when lower prices are expected. Creameries are being paid 39½c. for solids, and the price to the trade for No. 1 cartons is 43c. Dairy butter has not begun to come in yet in any quantity, the market ruling firm at 27c. to 28c. for straight receipts. Cheese.—The production is increasing, but coming on a bare market there is consequently no material change in the situation.

Hams—		
Light, lb.	0 29	0 29½
Medium, per lb.	0 27	0 28
Heavy, per lb.	0 25	0 26
Bacon—		
Breakfast, per lb.	0 30	0 31
Breakfast, select, lb.	0 35	0 36
Backs, regular	....	0 30
Backs, select, per lb.	0 31	0 32
Dry Salt Meats—		
Long clear bacon, light	0 23½	0 24
Backs	0 24	0 24½
Barrelled Pork—		
Mess pork, bbl.	....	45 00
Lard, Pure—		
Tierces	....	0 25¼
20s	....	5 15
Cases, 5s	....	15 15
Cases, 3s	....	15 30
Lard, Compound—		
Tierces	....	0 18½
Tubs, 50s, net	....	4 00
Pails, 20s, net	....	3 90
Butter—		
Fresh made creamery, No. 1 cartons	....	0 43
No. 1 storage	....	0 42
Fresh Eggs—		
New laids	....	0 34
Cheese—		
Ontario, large	29 00	30 00

WEEKLY MARKET REPORTS

(Continued from page 129)

strawberries. Washington rhubarb should be in this week.

Manitoba potatoes, bushel	1 75	2 25
Celery, Cal., case	....	8 50
Cucumbers, box	....	6 00
Carrots, old, bushel	....	2 00
Turnips, old, lb.	....	0 02
Cabbage, per cwt., old	....	8 00
Cabbage, Cal., lb.	....	0 12
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 75
Lettuce, leaf, doz.	....	0 60
Imported mushrooms	....	0 90
Sweet potatoes, hamper	....	5 00
Parsley, imported, doz.	....	0 75
Peas, green, lb.	....	0 15
Spinach, lb.	....	0 15
Fruits		
Oranges, navel, case	4 00	4 25
Oranges, bitter, Palermos, case 200	....	5 00
Lemons	5 00	5 50
Grape fruit	5 00	6 00
Malaga grapes, kegs	8 00	10 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.	....	11 00
Pears, Winter Nellis, box	....	4 50
Strawberries, Louisiana, case 24 pints	....	4 00
Bananas, lb.	....	0 06
Rhubarb, Washington, box	....	2 50

Fresh Halibut and Salmon Coming In

Winnipeg.

FISH AND POULTRY.—Of fresh fish there is ample supply of halibut and salmon, although the latter is high. Halibut is now bringing 17c. per lb. The smelts coming in now are extras, and are quoted 23c; the smaller ones at 17c are practically finished. Supplies of frozen haddock on hand are nearly exhausted. Frozen flounders are finished, and fresh are beginning to arrive at the same price as frozen. Fresh fish from the Lakes is delayed on account of the ice.

Whitefish	0 12	0 13
Salmon, frozen	....	0 15
Salmon, fresh	....	0 23
Halibut, fresh	....	0 17
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Mackerel, 20-lb. kits	3 00	3 00
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	....	1 50
Smelts, extra	....	0 23
Brook trout	0 30	0 40
Smoked fillets	....	0 17
Sea herring	....	0 07½

CANADIAN APPLES FOR BRITAIN UNDER CERTAIN PROVISIONS

The admittance of Canadian apples into United Kingdom ports under certain provisions, is reported in a statement on the apple embargo situation by Mr. J. F. Smith, Canadian Trade Commissioner, Liverpool. The provisions as defined by the Controller of Import Restrictions, are as follows:—

1. All apples bought and paid for by firms in the United Kingdom prior to Feb. 24, will be admitted by license if payment has been made in full with money remitted.

2. All apples en route to shipping point which had left point of origin prior to Feb. 24 and which were intended for shipment by steamers either loading or intended to load will be allowed to be imported freely.

3. Apples bought prior to February 24 and partially paid for are not entitled to a license, nor are apples shipped for sale on shippers' account notwithstanding that advances have been made.

4. Apples stored for later shipment, the money for the purchase of which has not been transmitted from the United Kingdom, will not be entitled to a license.

5. Apples for which a license may be granted or apples arriving which were shipped after February 24 and any at sea, will be allowed to land and be dealt with by the consignee after depositing the value of the goods with the Department which will be returned when proof is given that they were entitled to land.

6. Apples deliberately or carelessly shipped in contravention of the rules and regulations of the Department are liable to seizure.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 24.—Flour made advances, totalling 35c per barrel, during the week, and is now quoted at $12.50 per barrel. Rolled oats have advanced 15c per sack, and cream of wheat has been increased in price by $1.25 per case. Domestic sardines show an advance of almost $1 per case. Rice is slightly higher, single hundred pound lots of Siam being quoted at $5. Pure lard is up ½c per pound, 3's now being quoted at $15.60 per case, while compound lard is up 1c per pound. Almost all cuts of smoked meat are 1c per pound higher this week. Corn brooms are mounting in price almost daily. New-laid eggs are now quoted at $10 per case. Evaporated apples in 25-lb. boxes are 14½c per pound, and 50-lb. boxes at 13½c per pound.

CALGARY:		
Beans, small white, Japan, lb.	0 10½	0 12½
Flour, No. 1 patents, 98s, per bbl.	....	12 50
Molasses, extra fancy, gal.	....	0 77
Rolled oats, 80s	....	3 50
Rice, Siam, cwt.	....	5 00
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	9 45
Cheese, No. 1 Ontario, large	0 27	0 30
Butter, creamery, lb.	....	0 45
Lard, pure, 3s, per case	....	15 60
Bacon, smoked backs, lb.	....	0 50½
Bacon, smoked, sides, lb.	....	0 36
Eggs, new laid, case	....	10 00
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 60	4 00
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall case	5 00	5 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 24.—Two advances in flour during the past week have sent the price soaring up to another high record. Seventy cents per barrel is the net increase during the week, and to-day the quotation at Regina per barrel is $12.60. A 40c advance was registered on Thursday and a 30c jump a day or two previous. Lard, tierce basis, is up to $15.60, an advance of 50c. Eggs are considerably higher at 32c and 33c per dozen. Gallon apples have advanced to $2.25, and evaporated apples at 13¼c are three-quarters of a cent higher. Currants, both in bulk and packages, show an advance of ¾c. All lines of pickles are higher, and cream of wheat advanced $1.20 per case, now quoted here at $7.20. Campbell's soups have taken another considerable advance.

REGINA—		
Beans, small white Japan, bush.	....	7 00
Flour, No. 1 patents, 98s, per lb.	....	11 90
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 90
Rice, Siam, cwt.	....	4 35
Sago and tapioca, lb.	....	0 09¾
Sugar, pure cane, granulated, cwt.	....	9 14
Cheese, No. 1 Ontario, large	....	0 30
Butter, creamery, lb.	....	0 40
Lard, pure, 3s, per case	....	15 10
Bacon, smoked sides, lb.	....	0 30
Bacon, smoked backs, lb.	....	0 28
Eggs, new laid	0 32	0 33
Tomatoes, 3s, standard case	....	4 50
Corn, 2s, standard, case	....	3 75
Peas, 2s, standard, case	....	2 95
Apples, gals., Ontario	....	2 25
Strawberries, 2s, Ontario, case	....	5 [illegible]
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall, case	6 85	7 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., April 24.—Market conditions have been quieter during the week, although there was considerable activity in flour when two advances were recorded on one day, April 19, the amounts being 40c and 50c. Ontario flour is now quoted at $12.85 per barrel. On the same day sugar advanced 30c, which now makes the price of granulated $8.75 to $8.80 per 100 pounds. Bright yellow sugar is now $8.55, and No. 1 yellow $8.35 to $8.40. Paris lumps are quoted at $10 to $10.25. Beans, both white and yellow, are now $8.25 per bushel. Sago and tapioca are quoted from 13½c to 14c per pound. Eggs are slightly lower, selling at 35c to 37c, while butter is firmer at 40c to 42c. Pure lard is firmer at 28c, while compound is 21c. Cream of tartar has been advanced, and is now quoted at 49c to 51c. Prunes are up in price, and are now quoted at 12c to 12¼c. Messina lemons are firm at $4 to $4.50 per case, but grapefruit is lower at $5.50 to $6 per case. Potatoes are scarcer, and are quoted at $5.75. Barreled apples are off the market. Malaga grapes are also cleaned out. Oregon apples in boxes are quoted at $3.50 per box.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba	....	13 60
Ontario	....	12 85
Cornmeal, gran., bbls.	....	9 25
Cornmeal, ordinary, bags	....	3 15
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.	....	9 25
Beans, white, bush.	....	8 25
Beans, yellow-eyed	....	8 25
Rice, Siam, cwt.	5 25	5 50
Sago and Tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated, cwt.	8 75	8 80
Bright yellow	....	8 55
No. 1 yellow	8 35	8 40
Paris lumps	10 00	10 25
Cheese, N.B., twins	0 27½	0 28
Eggs, new laid	0 35	0 37
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 40	0 42
Lard, pure, lb.	0 28	0 25½
Lard, compound	....	0 21
American clear pork	51 00	52 00
Beef, corned, 1s	3 00	3 50
Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums	5 00	5 25
Sardines, domestic, case	....	4 75
Cream tartar	0 46	0 48
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12
Raisins, fancy, lb.	....	0 12¼
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 12	0 12¼
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon	0 26	0 27
Evaporated apples, lb.	0 12	0 12½
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, bbl.	2 00	5 75
Apples, Oregon, box	....	3 50
Lemons, Messina, box	4 00	4 50
Lemons, Cal., box	4 50	5 00
Oranges, Cal., box	4 00	4 50
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	5 75	6 00
Onions, per 100-lb. bag	10 00	11 00

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., April 24.—It was perhaps only natural that the price of rice should advance, because it has been so strongly advocated as a substitute for potatoes, but it is now apparently so high that it is only obtainable for Carnegie breakfasts. Siam rice ordinary is now $110 a ton, with higher prices asked for choice, and stocks are very low. Wholesalers say that consignments are on the way, but refuse definite information as to possible time of arrival. In the meantime potatoes are sticking around at $65 a ton, and no sign of wavering. Root vegetables generally are scarce, which helps keep up potato prices. Sugar has been firm for weeks, and the fact that the employees of the B. C. Sugar Refinery have gone on strike for more pay and better conditions has not eased that situation any. Eggs and butter are both exceedingly firm, despite hard times. Strawberries from California are selling well. Expected rise in price of spices generally has not eventuated. Pepper stocks are very low.

VANCOUVER, B.C.—		
Sugar, pure cane, granulated, 100 lbs.	....	8 95
Flour, first patents, Manitoba, per bbl., in car lots	....	12 90
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, per ton	....	110 00
Beans, Japanese, per pound	....	....
Potatoes, per ton	....	65 00
Lard, pure, in 400-lb. tierces, per lb.	....	0 28½
Butter, fresh made creamery, lb.	....	0 49
Eggs, new laid, in cartons, per dozen	0 36	0 40
Cheese, new, large, per pound	....	0 28½

Northern Ontario Grocers—
Attention!

And we'll tell you why you should buy from us.

It is the policy of Wholesale Grocers, generally, to send their travellers wherever they can "spear" an order. This is *WRONG,* because the volume of business thus secured is too small, considering the energy and *money* expended. It is minimum turnover at maximum selling cost. Result: High Prices.

Our policy is exactly opposite. We solicit business in territory *only* where we can serve the trade more promptly and at less expense than any of our competitors. This is maximum turnover at minimum selling cost. Result: Low Prices.

This should appeal to your Patriotism as well as your Pocket in these days when waste of any kind is a crime.

Our shipments reach you, in from one to three days. "Down East" shipments, held up by having to pass through one, two or three "divisional points" reach you, nowadays, about the day they are due "at the bank."

A comparison of freight charges will astonish you.

A saving of from 3½c to 4½c per cwt. cartage charges. We take care of this item at our end.

'PHONE FREE TO BUYERS.

Kick sentiment and habit out of your way to-day
and send a trial order to our nearest warehouse.

THE YOUNG COMPANY, Limited

WHOLESALE GROCERS

NORTH BAY SUDBURY SAULT STE. MARIE

PRODUCE AND PROVISIONS

Live Hogs Shaded Down; Products Firm

Montreal.

PROVISIONS.—This week opened with a slight decline in the market for live hogs, a decline which in a measure reflects the tendency apparent in Chicago at present. Live hogs were quoted at $17 to $17.25 per 100 pounds, as against the $17.50 (high figure) of last week. Dressed hogs were fetching $23 to $23.25, a decline also of about 25c on the high figure of the previous week. Chicago has a feeling that the top of the market has been reached for hogs, and the market there receded all of 50c a hundred for live, but did not alter as much for dressed. There is a connection between the tone of the market and the fixing of prices for hog products in England by the Food Controller. While the price for the product practically fixed for the British market is a big factor, the market for the live hogs simply had to ease off a shade. Large hams and roll bacon are up a little this week, and dry salt meats also. Lard continues very scarce.

Medium, per lb.	0 28	0 29
Large, per lb.	0 26	0 26½
Backs—		
Plain	0 30	0 32
Boneless, per lb.	0 32	0 34
Bacon—		
Breakfast, per lb.	0 30	0 31
Roll, per lb.	0 25	0 26
Dry Salt Meats		
Long clear bacon, ton lots	0 22	0 23
Long clear bacon, small lots	0 22½	0 23½
Fat back, lb.	0 21	0 22
Cooked Meats—		
Hams, boiled, per lb.	....	0 40
Hams, roast, per lb.	....	0 42
Shoulders, boiled, per rib.	0 34½	0 35½
Shoulders, roast, per lb.	0 35	0 35½
Lard, Pure		
Tierces, 400 lbs., per lb.	....	0 26½
Tubs, 60 lbs.	....	0 26½
Pails	....	0 27
Bricks, 1 lb., per lb.	....	0 28
Lard, Compound		
Tierces, 400 lbs., per lb.	0 19¼	0 19½
Tubs, 50 lbs.	0 19¾	0 20
Pails, 20 lbs., per lb.	0 20½	0 20¾
Bricks, 1 lb., per lb.	0 20¾	0 21

Poultry Compares Well As A Flesh Food

Montreal.

POULTRY.—For the present there has been no particular downward trend in the prices for poultry, although the downward note may be struck before long. Poultry is at present one of the really reasonably-priced flesh foods offering on the market—that is, as compared with many other kinds of meats, and the provision retailer can well point this out to customers. That poultry is moving from storage on its way to consumers in large quantities is shown by the fact that a purchaser on a large scale has just concluded a deal in which four million pounds of poultry are involved, the supply (some 150 carloads) going from Chicago to New York in the past week. Owing to the advantage of price being in favor of poultry now, it is anticipated that all stored poultry will be required for consumption this season.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	....	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	.. 25
Turkeys, (old toms, dressed, lb.)	....	0 31
Turkeys (young)	....	0 33

Eggs Still Keep Firm in Country

Montreal.

EGGS.—Eggs are coming along more plentifully now, and some dealers are commencing to store them. There has been also some tendency on the part of the consuming public to think of storing away eggs against the winter of 1917-18, but whether this will be done on any considerable scale or not is a matter for conjecture as yet. Production is on its way towards the top figures, though arrivals in Montreal show some leeway still to be made up to bring the figures up to last year's standards at this time. There arrived in Montreal for the week ending April 21 only 9,617 cases of eggs, as compared with 15,406 for the previous week, and 17,871 for the corresponding period of last year. Prices remain as quoted last week, and may not show much reduction to the retailer for a little time, if at all. Efforts are being made by the large buyers in the country to keep the prices down, but there is quite a firm tone present in country districts as to egg prices.

Eggs—		
New laid	0 35	0 36

Butter Prices in The Country Easier

Montreal.

BUTTER.—Receipts of butter in Montreal last week were 4,385 packages, as compared with 4,131 packages for the previous week, and 4,890 packages for the corresponding period last year. There was a good firm tone to the butter markets in the country, but the extremely high prices with which the Cowansville market opened were not maintained; this in accordance with the best opinions, as expressed last week in this section of the market reports in CANADIAN GROCER. Still the Cowansville price, 41⅝c per lb., is 11c higher than the quotations on the same market for the corresponding period last year, and though 100 packages more than last week were offered, the amount is still 450 packages under the offering of last year at this time. St. Hyacinthe Board opened with 40c per lb. Last year this board opened with 30c a pound. With the advance of spring better quality butter is coming forward, and before long grass-fed butter will be the rule. Western butter is coming in. Some hold that this has a flavor of its own, not quite up to the real Quebec produce, but possibly capable of elimination with creamery treatment in the manufacture. The market remains steady, and, while dealers anticipate that prices will recede a little, this can hardly take place right away, as production will not be large enough for some time to create any surplus upon the Montreal markets.

Butter—		
Creamery, prints (storage)	0 42	0 43
Cream., prints (fresh made)	0 44	0 44½
Cream., solids (fresh made)	0 43	0 44
Dairy prints, choice, lb.	0 37	0 38
Dairy, in tubs	0 33	0 34
Bakers	0 30	0 31

Cheese Markets in The Country Open

Montreal.

CHEESE.—Factories are rapidly getting busy, and during the past week the country markets for cheese have opened. Prices have been irregular, from 23c to 25½c having been paid in the country. The outlook for exportation of cheese is interesting at present. Several exporters state that they will not be able to ship early, as they cannot secure space for ocean transportation. How long this condition will last is uncertain. The production of cheese just now is small, and it will probably continue small until the cows get out on to the grass. It is expected, however, that owing to the much higher prices prevailing for the produce much more cheese will be produced this year than in any previous season.

Cheese—		
Large (new), per lb.	0 27	0 27½
New twins, per lb.	0 27	0 27½
Triplets, per lb.	....	0 27½
Stilton, per lb.	....	0 29
Fancy, old cheese, per lb.	....	0 32

Honey and Maple Products Both Firm

Montreal.

HONEY AND MAPLE.—The market for honey is unchanged, as compared with last week's notes, supplies going steadily into consumption through the retail channels, and very small stocks remaining in the hands of wholesalers. Prices are not altered from last week. As regards maple product, both syrup and sugar, production is reported to be very good. Though the season has not been uniformly good as regards weather, there have been several very good days,

Armour's QUALITY PRODUCTS

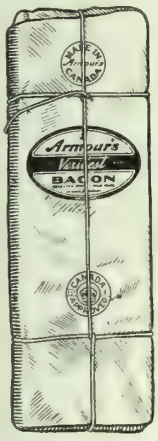
Made in Hamilton

If **"Made in Canada"** means anything to you, then know that the Armour Line is made in Hamilton, Ontario. We employ Canadian labor—we are helping to build up Canadian industry.



Armour's Veribest

TRADE MARK



"Veribest"—That word is a superlative. It means that the Oval Label, as shown above on

HAMS, BACON, LARD, SAUSAGE

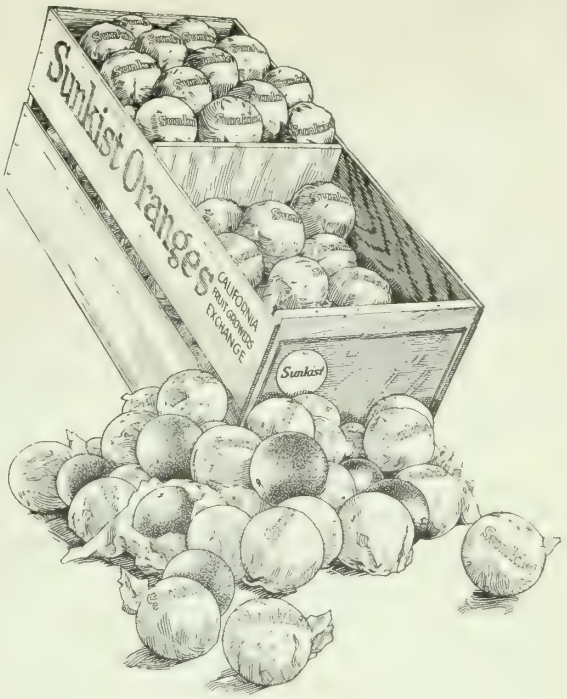
and a host of other products, is indicative of the very best quality and absolute purity. If the **Very Best** is your standard, then "Armour's Veribest" is your line.

A big collection of store signs and advertising material is at your service. Ask the Armour Salesman or write us direct.

ARMOUR AND COMPANY

HAMILTON, ONTARIO, CANADA

1431



Turn-overs, Not Left-overs

¶One hundred women prefer Sunkist to every one who knows about any other brand of oranges.

¶That is why dealers who sell Sunkist do a bigger business in citrus fruits — have more turn-overs — fewer left-overs — and more money in their pockets at the end of the year.



California Fruit Growers Exchange

A Co-Operative, Non-Profit Organization of 8000 Growers

Los Angeles, Cal.

Canadian Offices:

Calgary, Alta. — Toronto, Ont.
Montreal, Que. — Vancouver, B.C.
Regina, Sask. — Winnipeg, Man.

If any advertisement interests you, tear it out now and place with letters to be answered.

and more syrup and sugar are being offered to the trade during the current week. The quality is very good, showing that the farmers are using more scientific methods in the manufacture. Prices remain steady.

Honey		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb..	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins.....	....	0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 131 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.....	0 14	0 15

Open Navigation Helps Meat Trade

Demand for Meats Good—Undertone of Lard and Compound Firm—Farmers Not Sending Many Live Hogs.

Toronto

PROVISIONS.—Although the meat trade for the lumber camps this year has been practically shut off owing to the inability of the lumber companies to get help still meats which ordinarily go into this trade are finding a market in places that have been shut off through the close of navigation. Now that lake navigation has opened these points can be served. Deliveries of live hogs have been light during the latter part of last week and the first part of the present. Farmers are now into their seeding and are too busy to bring remaining hogs to market. Swine herds are thought to be comparatively small at country points. Prices held up well during the week. Packers are not eager buyers of hogs at f.o.b. points. Both compound and pure lard held steady in price during the week. Meats were in firm market, advances having been recorded in hams and backs and barrel pork and roast and boiled shoulders. Dry salt meats are also firm in tone.

Hams—		
Medium, per lb.	0 30½	0 32
Large, per lb.	0 26	0 28
Backs—		
Plain	0 33	0 35
Boneless, per lb.	0 35	0 38
Bacon—		
Breakfast, per lb.	0 32	0 38
Roll, per lb.	0 27	0 27½
Wiltshire bacon, per lb.	0 30	0 34
Dry Salt Meats—		
Long clear bacon	0 23	0 24
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 40½	0 41
Hams, roast, per lb.	0 40	0 43
Shoulders, boiled, per lb.	0 35	0 39
Shoulders, roast, per lb.	0 35	0 39
Barrel Pork—		
Mess Pork, bbl., 200 lbs.	.. ..	44 00
Short cut backs, bbl. 200 lbs.....	46 00	47 00
Pickled rolls, bbl., 200 lbs.	46 00	48 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 25½	0 26
Compound tierces, 400 lbs., per lb.....	0 19¾	0 20¼

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—		
Dressed, abattoir killed	22 00	23 00
Live, off cars	....	16 75
Live, fed and watered	....	16 50
Live, f.o.b.	15 90	16 15

Butter Firmer and 1c Pound Higher

Toronto

Butter.—Although the grass season is rapidly approaching it is not here in enough abundance to appreciably increase the supply of fresh butter. Production at the various factories is only fair at present, and supplies are somewhat short to meet the needs of the trade. Fresh made creamery butter is in consequence 1c per pound higher during the week and choice dairy butter is also 2c per pound higher. Second grade dairy is also quoted up. Consumption of butter is fairly good.

Creamery prints, fresh made	0 44	0 45
Creamery solids	0 39	0 40
Dairy prints, choice, lb.	0 41	0 42
Dairy prints, lb.	0 36	0 37½
Bakers	0 28	0 35

Export Situation on Eggs Not Bright

Toronto

EGGS.—The export situation on eggs does not give any promise of cheer for the commission men. At a meeting of the Canadian Produce Association held last week in Montreal it was attempted to get some assurance from the Government that tonnage would be available to take these food products to Great Britain if they were placed in storage with that in view. No assurance would be given to the commission men that shipping space would be available. Only 15 per cent. of the ocean space is now available for products other than those required by the Imperial authorities for military purposes. It is possible this might even be required before a great while. In the meantime some of the egg dealers have started to place some eggs in storage, while others do not care to take the risk of buying high-priced eggs with the possibility of not being able to find a market for them. In consequence of this starting to store eggs prices were firmer during the week and quoted 2c higher. There are plenty of local eggs coming to market at present.

Eggs—		
New laid, cartons	0 38	0 39
New laid, ex-cartons	0 35	0 36

Fair Amount of New Cheese Now Coming

Toronto

CHEESE.—There is a fair amount of new cheese reaching the local market from factories that have started operations this month. While the opening prices at the boards were comparatively low still there has been a gradual shifting toward higher levels as the season advanced. At some of the factories cheese were boarded around 23½c but recent sales are up to 25½c. In the new cheese there was a consequent firmer tone during the week and prices prevailed ½c higher in certain instances.

Cheese—		
New, large	0 26	0 27½
Old, large	0 28½	0 29
Stilton	0 28½	0 30

Spring Chickens Coming Very Slowly

Toronto

Poultry.—Arrivals of spring chickens in the market were practically negligible during the week. Prices being paid for them live is around 45c per pound but the season is early and very few have found their way to the market so far. There is very little movement in poultry these days. Stocks of frozen continue to be in fairly good supply with demand not as active as commission men think it should be when the price of poultry is compared with other meats. They point out that it is better value than hams, steaks or roasts. Prices have held stationary during the week, with the exception of dressed hens which show a wider range in quality and consequently more spread in the price that is being paid.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 20	0 22
Hens, fresh, dressed, per lb.	0 20	0 24
Turkey goblers, dressed, fresh	....	0 24
Spring chickens, lb.	....	0 45

Prices are those paid at Toronto by commission men.

Maple Syrup Higher With Demand Good

Toronto

HONEY, MAPLE SYRUP.—Supplies of maple syrup are reaching the local market in meagre quantities as yet from the Quebec market. Commission men who visited Quebec last week state it is a little early yet to know how production is going to turn out in that province. Up to the beginning of last week conditions had not been altogether favorable for a good run. Much, however, depends on the weather condition there during the past week or ten days. Supplies from Ontario producing points that reach the large centres are practically negligible, as most of this maple syrup is consumed in the nearby small towns where it is produced. There has been a good demand for the syrup and prices have been firmer, the range for the 8-lb. tins being from $1.15 to $1.25. Honey held in a steady market.

Honey—		
Clover, 5 and 10-lb. tins	0 13½	0 15
60-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	1 15	1 25
Gallons, Imperial	1 65	1 75

Live Hogs Touch Record Level—$16

Winnipeg.

PRODUCE AND PROVISIONS. — Live hogs last week-end touched the record price of $16. Receipts had been light on account of the condition of the country roads. This high price is not likely to be maintained, although no great decline is expected. There was an unmistakable weakening to the hog market early this week, the price of hogs falling to $15.75. Provision prices have not changed during the past week, although lard and shortening are both firm at the increased price. Pure lard is now 25¼c. on tierce basis, and shortening 18½c. Lard and provisions are likely to remain firm. Receipts were smaller last week than they had been for several weeks, this being result of bad roads in country. Another factor in lessening receipts is that shippers have been changing from express to freight. This happens every year. Consumer demand

(Continued on page 131)

SYRUPS are ADVANCING

You no doubt know that Syrups are advancing, but

St. Lawrence DIAMOND Crystal Syrup

is still obtainable at the old price

Anticipate your requirements on this line at once

For the present we can guarantee prompt delivery

The Finest Table Syrup on the Market



DOMESTIC SHORTENING

BETTER THAN BUTTER—CHEAPER THAN LARD

Are you pushing sales?
It is sure to please your customers

The Harris Abattoir Co., Limited - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



Paints

AT $2.60 PER GALLON

A splendid offer for every General Merchant

THIS SPECIAL PRICE OPEN UNTIL MAY 15th, ONLY.

Get one of these *ASSORTED TRIAL SHIPMENTS* now, Mr. General Dealer, and note what a good profit-making demand there is right in your own community for Moore Paints.

We want you to try out this splendid selling line, hence the very special price of $2.60 per gallon. We will ship you promptly and repeat sales are absolutely assured.

Our *"MONEY-BACK IF NOT SATISFACTORY"* guarantee eliminates the element of risk entirely for both you and your customer.

Send for the trial shipment to-day.

BENJAMIN MOORE & COMPANY Limited
WEST TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



To Help You Sell MORE Dominion Crystal Sugar

The All-Canadian Sugar

Canadians grow the Sugar Beets; Canadians refine the Sugar; Canadians (more of them each day) use it.

Every acre under cultivation, whether the crop be wheat or sugar beets, means that much more prosperity for Canadians.

Every pound of Dominion Crystal Sugar that you can sell the housewife, encourages more farmers to grow beets—enables us to employ more Canadian workmen in three large Canadian factories.

Every advertisement for Dominion Crystal Sugar points out to the women of Canada that patriotism as well as the fine granulation and sparkling purity of Dominion Crystal Sugar should dictate its use to every Canadian household.

Every week we tell 700,000 families about Dominion Crystal Sugar

Every week our ads. appear in 16 of the largest papers in Ontario and Quebec, having a total circulation of 990,080.

One, or possibly two of them, must cover your territory pretty thoroughly. With this assistance, you can easily sell Dominion Crystal Sugar. The point is not—can you—but will you?

Dominion Sugar Co.
LIMITED

Factories at
Wallaceburg Chatham Kitchener

WHY TRY TO SELL A WHOLE DINNER?

"When you've sugar to sell, why not try to sell it? What's the object of selling a whole dinner?"

This is typical of the comments called forth by the most unusual advertising campaign ever launched to advertise sugar. (See the small reproduction of one ad. of this series at top of page.)

BUT you grocers weren't long in appreciating this style of advertising. You saw that these ads. were designed:

1. To help the housewife to provide well-balanced, meatless meals containing the necessary body-building nutrition;
2. To get her interested in home baking;
3. To earn her good-will—and incidentally interest her in Dominion Crystal Sugar.

These ads. could result in but one thing—more business for every grocer, because:

1. Meatless meals mean more vegetables, more cheese, eggs, rice, beans and other meat substitutes which the housewife must buy from you.
2. Home-baking means more flour, eggs, sugar, spices, etc.—all these you will sell her.
3. The housewife's good-will, her interest in Dominion Crystal Sugar—makes it easy for you to sell her this fine Canadian Sugar, at a better profit to you.

The reproduction at the bottom of this advertisement is the first of a new series—giving straight talks on Dominion Crystal Sugar for baking purposes.

These will be followed, when fruit begins to ripen, with new ads. emphasizing the advisability of using Dominion Crystal Sugar for preserving.

We want your co-operation. Help us make our advertising a complete success. Back us up—just as you will find us ready to help you every time. Help us sell the many more barrels of Dominion Crystal Sugar which our new Chatham factory is now turning out. Help make Canada more prosperous.



The biggest thing in the Sauce Market



Worcestershire Sauce

in handy 10c bottles—every bottle attractively wrapped—high class in every respect

And the quality is the kind of quality that keeps the dealer busy replenishing his stock. Every drop of this high-grade sauce is tip-top—irresistibly and piquantly delicious.

If your wholesaler can't supply you, write us and we'll send you a trial supply.

Packed 4 dozen to the case.

Chas. M. Edwards & Co.
(E. B. Thompson, Sole Proprietor)
20 Front Street East, Toronto

Let us take care of your requirements in

COCOANUT

We can supply you with an entirely superior line—something calculated to please every customer no matter how particular.

It is worth your while to try this line out when next you are buying a cocoanut stock. That its selling value will please you we can safely guarantee. Our 22 years' record of satisfaction giving is a mighty dependable guarantee of repeat sales for you. Try it.

Pails of 15 and 30 lbs.
Boxes of 50 lbs. and
Barrel of 100 lbs.

Standard Cocoanut Mills
(E. B. Thompson, Sole Proprietor)
HAMILTON, CANADA

Adhesives

Gums for labeling on Paper, Wood, Glass or Tin.

Paste Powder

Machine gums for all type machines.

We would be pleased to submit samples of gums suitable for your work.

Paste & Gum Co., Ltd.
121 DEGRASSI STREET, TORONTO

Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

GROCERIES, FLOUR, MILL-FEED, GRAIN, ETC.

20 ST. ANTOINE ST. (Cor. Dalhousie Street)
QUEBEC, QUE.

If any advertisement interests you, tear it out now and place with letters to be answered.

QUALITY FIRST

E D S

Catsup
Grape Juice
Jams
Jellies
Marmalade
Preserves
Raspberry Vinegar
Soda Fountain Supplies
Canned Fruits
and Vegetables

E. D. Smith & Son
LIMITED
WINONA ONTARIO

E D S

Let us furnish the ammunition

for the "drive" towards bigger business

AGENTS:

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; Donald H. Bain Co., Alberta.



SMALL'S STANDARD BRANDS
MAPLE AND SUGAR SYRUPS MOLASSES, MAPLE BUTTER AND CONFECTIONERY

NOTICE

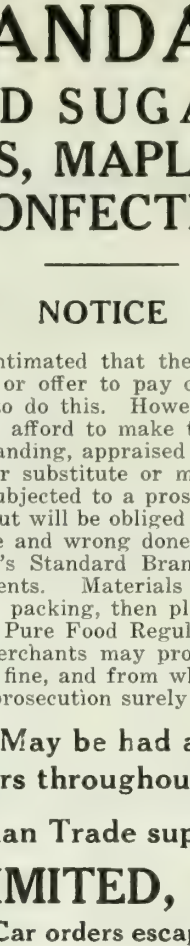
Certain merchants have intimated that they are inclined to deal with manufacturers who agree or offer to pay costs in case of Government fines. All are privileged to do this. However, we feel that packers of Mushroom Brand only can afford to make this offer. Small's Standard Brands are of 80 years' standing, appraised and valued at a half million dollars. Should any dealer substitute or misrepresent same in making sales, and as a result be subjected to a prosecution and fine, we will not only refuse to reimburse, but will be obliged to proceed to reimburse ourselves to extent of damage and wrong done our brand. However, in no single instance has Small's Standard Brands failed to meet Canadian Inland Revenue requirements. Materials entering Small's Standard Brands are tested prior to packing, then plainly and strictly labelled in conformity with Canadian Pure Food Regulations. We will continue to protect our brands and merchants may protect themselves by handling same from annoyance and fine, and from what is of far greater importance, the stigma that the prosecution surely inflicts.

May be had at
All Jobbers throughout the World.

Canadian Trade supplied by

SMALL'S LIMITED, MONTREAL

We have siding. Car orders escape Montreal cartage.













TELEPHONES { Victoria 367 – Office / Victoria 366 – Shipping

734 to 740 MULLINS STREET

A. R. Whittall Can Company, Limited

MANUFACTURERS OF

Automatic-Made Round and Square Cans for Meat, Fruit, Syrup, Paint and Varnish, Etc.

LEAD AND PUTTY IRONS

MONTREAL

CANADA



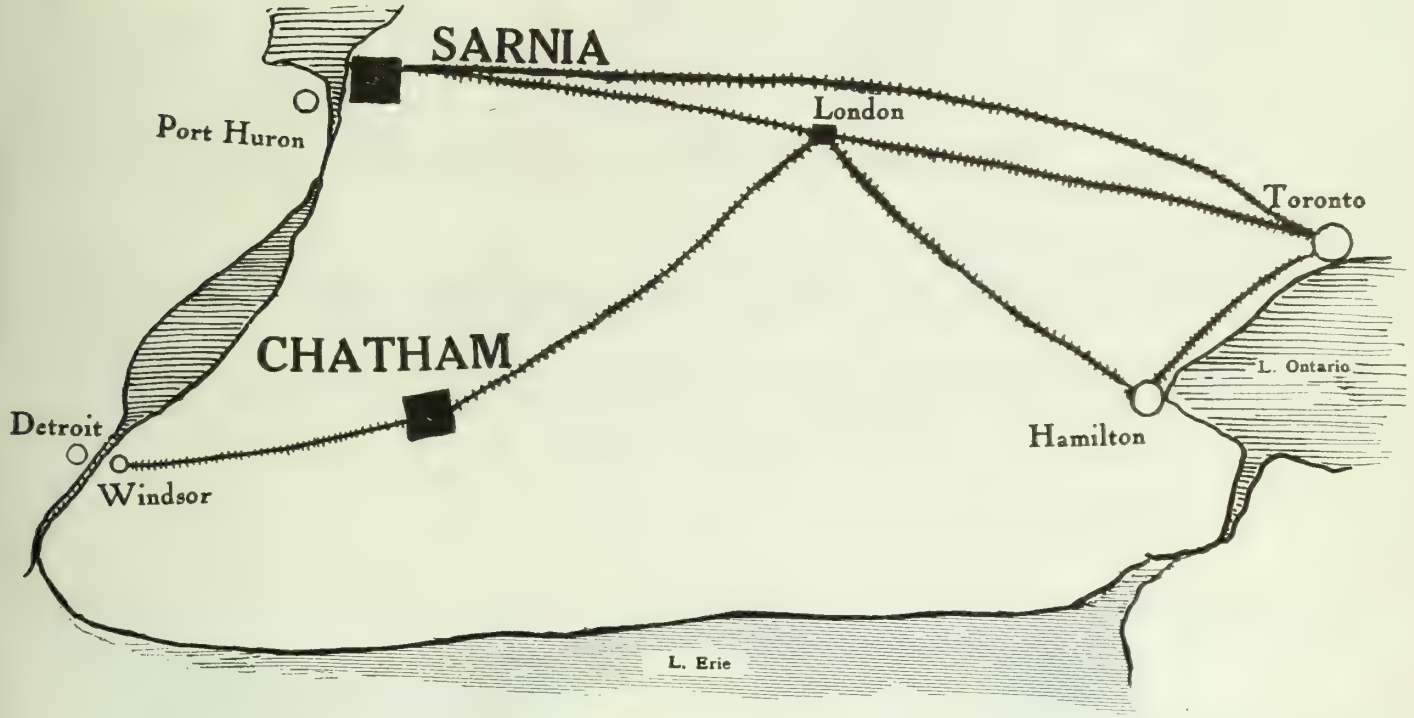




SARNIA CHATHAM

T. Kenny & Co., Ltd.

Wholesale Grocers



TWO modern warehouses—with every equipment for facility in freight handling. And

No Cartage Charges

which is quite a big item in itself under present conditions.

MAPLE LEAF TEAS AND COFFEES,
SUNKIST RAISINS AND DRIED FRUITS,
QUEEN CITY VINEGAR

WE are backed by nearly half a century's experience and a steadily increasing turnover.

IF not a customer get in touch with us or ask any of our trade—they will recommend us. All shipments made the day order received at warehouse.

Phone Our Expense.

Gelatines

Edible gelatine for Jelly Powders, Confectioners, Meat Packing & Ice Cream

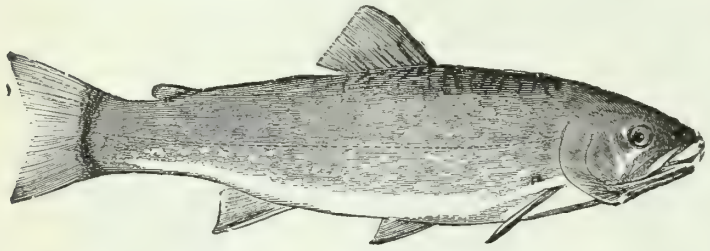
Packet gelatines--Silver Leaf, Excelsior and Gelinglass.

Samples and Quotations on Application.

We would be pleased to have your inquiry.

The Cannon Canadian Co., Limited

121 DeGrassi Street TORONTO



Make More Profits in Fish

Meat is high and Fish is in Great Demand

Are you making the best of your opportunity? We sell the best. Our greatest asset is our satisfied customers.

FOR ANYTHING IN FISH
PHONE — WRITE — WIRE

J. BOWMAN & COMPANY
WHOLESALE FISH
66 JARVIS STREET TORONTO



—indispensable for your customers' house-cleaning operations.

The unequalled cleaning qualities of "LIVELY POLLY" SOAP POWDER make it particularly advisable to feature it strongly during the housecleaning weeks now approaching. Mrs. Housewife, in strengthening her forces preparatory to attacking the entrenchments of General Dirt, will welcome such a strong ally as "Lively Polly."
Grocers stocking this wonderful 5c cleaner will find their profits appreciably increased and, what is just as important, their customers perfectly satisfied.
Be one of them. Get your stock in order right now and prove "Lively Polly" selling merits.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents: McLellan Import Co., 301 Read Bldg. MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

RICE

the economical and nutritious food that is becoming more popular daily

When the price of potatoes soared skywards the public quickly realized what a splendid substitute Rice offered them at a comparatively cheap price.

Therefore the demand, though worth catering to at any time, is now particularly profitable, and dealers would do well to suggest this delicious, wholesome food product to every customer.

Sell the brand that's always right—*"Mount Royal Mills"*.

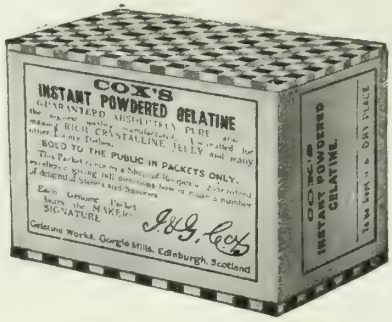


Mount Royal Milling and Mfg. Company

D. W. ROSS COMPANY, AGENTS

Montreal

COX'S
Instant Powdered
GELATINE



Offers you unusual opportunity for good Summer Selling

When days are hot is the time to suggest to your customers the larger use of Gelatine.

Cooks everywhere, the best of them, are unanimous in their approval of Cox's Instant Powdered Gelatine.

It makes a quick, palatable appreciated and wholesome summer dessert, capable of being served in a variety of interesting and attractive ways.

Sold to the public in packages only —the famous Checker-board pattern, known everywhere and accepted everywhere as a pledge of quality.

HOW IS YOUR STOCK?
SEND IN YOUR ORDERS

N.B.—Cox's Gelatine is very much superior to the common jelly powders, and is more profitable to you to handle.

AGENTS:

Arthur P. Tippet & Company

MONTREAL TORONTO



"We Cover Canada"

REPRESENTING
FOREIGN & DOMESTIC
PACKERS & MANUFACTURERS OF
FOOD PRODUCTS AND
SPECIALTIES

WM. H. DUNN LIMITED

COMMISSION MERCHANTS

AND SALES SPECIALISTS

OUR twenty-seven years' success record in the Brokerage and Grocery Commission world is our best guarantee that we are capable of giving you the real live Selling service that every progressive Manufacturer requires.

WE are handling some of the leading lines in the Canadian grocery trade, the sale of which has been builded through our efforts in co-operation with the Manufacturers. Our representatives are constantly in touch with the trade from coast to coast.

THE character of service we give is unusual. We have developed a Sales system with a scope that extends beyond the usual prescribed limits, unique in efficiency, and capable of producing the best of results.

ANY of the firms here listed will attest to our integrity and selling ability. Bradstreet's, Dun's or any Bank will furnish evidence of our financial responsibility.

AGENTS FOR:

BORDEN'S
Condensed Milk

BENSDORP'S
Royal Dutch Cocoa

CARR'S
English Biscuits

E. D. SMITH'S
Pure Food Products

PURE GOLD
Jellies, Spices, etc.

MELROSE'S
Famous Teas

EDWARDS'
Desiccated Soups

POSTUM
Cereal Foods, etc.

ROBIN HOOD MILLS
Rolled Oats

NATIONAL LICORICE CO.'S
Licorice Products

KNOX'S
Sparkling Gelatine

ROGERS'
Valencia Raisins

THORNTON
Malaga Raisins

COTTAM'S
Bird Seed

BABBITT'S
"1776" Soap Powder

Put your Product in good company

Wm. H. Dunn Limited

Since 1890 at 180 ST. PAUL ST. W. MONTREAL

Associated with DUNN-HORTOP Limited, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Manufacturers and Shippers!

(Foreign and Domestic)

Are you looking for Service and Results on the Western Market?

LET us show you how our organization, well established and strategically located, can give your line the proper representation.

DONALD H. BAIN CO.

TO take care of our agencies, we have large warehouses, fully equipped offices, and selling staffs at

Winnipeg (Manitoba)
Regina (Saskatchewan)
Saskatoon (Saskatchewan)
Calgary (Alberta)
Lethbridge (Alberta)
Edmonton (Alberta)
Vancouver (British Columbia)

We are in daily touch with every Wholesale Grocery Jobbing House in the provinces of MANITOBA, SASKATCHEWAN, ALBERTA and BRITISH COLUMBIA.



A Spring Special

for your

Tobacco Department

STAG

CHEWING TOBACCO

"Ever-lasting-ly Good"

Has made a wonderful record for sales, because of its lasting qualities, which are known by almost every chewer.

You will add big profits to your business by handling

STAG

HANDLED BY ALL WHOLESALE TRADE



More Security—Less Cost

Why pack your product in that old rickety, wooden freight box?

T. & N. Folding Cellular Board Boxes

are cheaper, neater looking and immeasurably safer. And packing the "T. & N." way is so simple that one shipper can actually do two men's work in less time—an important advantage surely when you consider the present scarcity of labor.

Your packing problems can best be solved the "T. & N." way. Eliminate risk of loss in transportation by packing and shipping your product in "T. & N" Folding Cellular Board Boxes—the *Original Time, Trouble and Money-Savers.*

The Thompson & Norris Co. of Canada, Limited

NIAGARA FALLS - - - ONTARIO



Write us to-day for full particulars. A card will do.

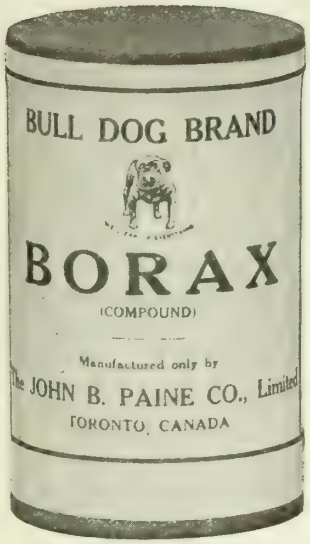


If any advertisement interests you, tear it out now and place with letters to be answered.

BULL DOG BRANDS

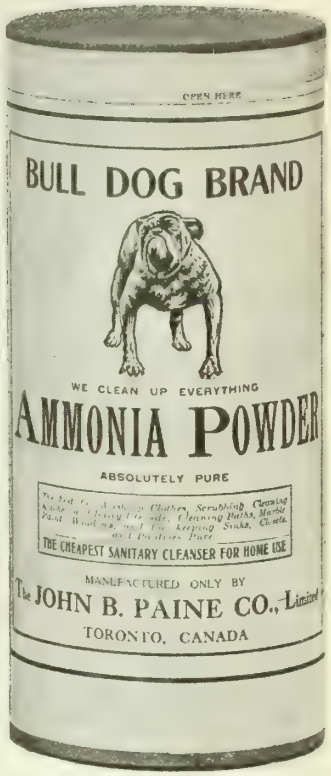


Produced under the most exacting chemical supervision, put up in generous packages, *Bull Dog Brands* are absolutely the highest value in quality and quantity.



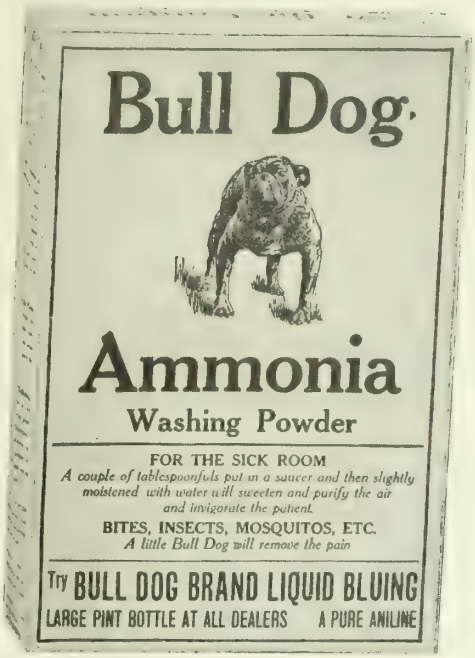
Feature *Bull Dog Brands* in your displays during the spring cleaning period.

There is advertising matter in every case.

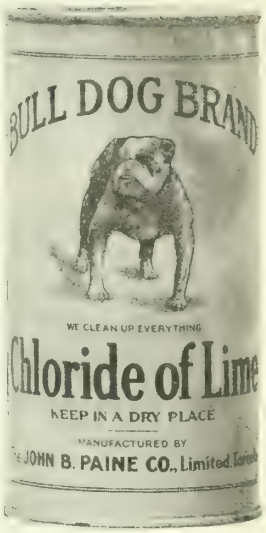




Are strong sellers everywhere in Canada. They have been shown, advertised and sold for fifteen years. Use of *Bull Dog Brands* has become a habit, a good habit, improving the country's sanitation—encourage it.



Bull Dog Brands are favored by the trade because of their quick turnover and handsome margin.



MANUFACTURED BY

THE JOHN B. PAINE COMPANY, LIMITED

256 STANLEY STREET, WINNIPEG - - TORONTO

Agents: Mowat & McGeachy, Saskatoon Oppenheimer Bros., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL ACADIA SUGAR

When she asks for sugar suggest

Royal Acadia

You have but to introduce this peerless sweetener to the housewife to win her lasting custom. She'll like its delicious goodness, its undoubted purity.

And you will find the margin of profit extremely attractive and well worth planning for.

Royal Acadia is sold in 2 and 5-lb. cartons, 10, 20 and 100-lb. bags and half barrels and barrels.

Stock up.

The Acadia Sugar Refining Company, Ltd.

Halifax, Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90
8-oz.	2 55	2 50
12-oz.	3 85	3 75
16-oz.	4 90	4 80
2½-lb.	11 60	11 35
3-lb.	13 60	13 35
5-lb.	22 35	21 90

F.O.B. Montreal, or F.O.B. jobbers' point subject to jobbers' regular terms.

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	2 40
Currant, Black	2 50
Plum	2 30
Pear	2 30
Peach	2 30
Raspberry, Red	2 50
Raspberry and Red Currant	2 40

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case.	$4 10
5 lb. tins, 1 doz. in case.	4 70
10 lb. tins, ½ doz. in case	4 40
20 lb. tins, ¼ doz. in case	4 25
Perfect seal glass jars in the case	2 40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK

Brands—Canada First, Simcoe, Quaker.

	Per doz.
Individual Baked Beans, Plain 80c. or with Sauce, 4 doz. to case	0 90
1's Baked Beans, Plain, 4 doz. to case	0 90
1's Baked Beans, Tomato Sauce, 4 doz. to case	1 15
1's Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $2.45 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, $3 doz.; 3's, Chili Sauce, $3 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz
Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 80
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 20
2's Tin, 2 doz. per case	3 20
4's Tin, 12 pails in crate, per pail	0 59
5's Tin, 8 pails in crate, per pail	0 72
7's Tin or Wood, 6 pails in crate	0 94
14's Tin or Wood, 4 pails in crate, per lb.	0 13½
30's Tin or Wood, one pail only, per lb.	0 13½

BLUE

Keen's Oxford, per lb	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Health Flour, 5 lb. bags, per doz.	3 60
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 50
Wheat Kearnels, 2 doz. to case	2 70

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 23
Soluble, bulk, No. 2, lb.	0 21
London Pearl, per lb.	0 25

(Unsweetened Chocolate)

Supreme chocolate, ½s, 12-lb boxes, per lb.	0 36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

If any advertisement interests you, tear it out now and place with letters to be answered.



Quality | Prestige | Sales

If it's a "Lever Brothers" product, its quality goes unquestioned. That is a fact equally well-known to the public as to the grocers of Canada. That there is a certain, profitable "prestige" with the better class consumer in handling such goods is admitted and, of course, our nation-wide advertising sees to it that the "sales" are satisfactory.

Here is the cheapest soap any consumer can buy.

Not because of mere "bigness" but because of its superior purity. For a purer soap cannot be made than "Sunlight." No fillers or adulterants. The customer's money buys ALL soap. Our $5,000 guarantee of purity has never been matched. There must be a reason.



LEVER BROTHERS LIMITED

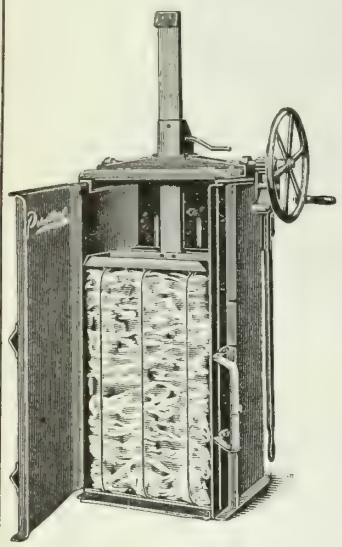
Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Turn Waste Paper Into Paper Money!

The "Presteel" Fireproof Baler

will do it for you.



Just think of it! Those daily accumulations of waste paper that you've formerly regarded as so much rubbish have now a marketable value well worth considering.

And the "Presteel" puts these big profits within your reach. More than that—it reduces the fire danger to a minimum, keeps your floors neat and tidy, and is itself unbreakable and unburnable. Having fewer parts than any other baler, the "Presteel" is very easily operated, and being all steel, will last a lifetime. Its special features make it superior to any other baler on the market.

A "Presteel" in your store will be a continual source of profit.

Don't burn Dollars.

May we send you full particulars?

Spielmann Agencies (Reg'd.)

45 St. Alexander St., Montreal, P.Q.

Mr. General Merchant

WHEN stocking Proprietary Medicines do not forget that those manufactured by The T. Milburn Co., Limited, Toronto, Ont., are among the very best sellers of Standard Remedies.

These "No Dead Stock" preparations have been on the market for years, and are universally known and asked for on account of their high standard, and the extensive advertising done by this enterprising firm.

Consult the following price list when ordering:

	1 Doz.	3 Doz. at per doz.	12 Doz. at per doz.
Burdock Blood Bitters	$8.50	$8.25	$8.00
Milburn's Heart and Nerve Pills	4.50	4.35	4.25
Milburn's Rheumatic Pills	4.50	4.35	4.25
Milburn's Laxa-Liver Pills	2.25	2.15	2.10
Dr. Fowler's Extract of Wild Strawberry	3.00	2.90	2.80
Dr. Wood's Norway Pine Syrup, Small	2.25	2.15	2.10
Dr. Wood's Norway Pine Syrup, Large	4.50	4.35	4.25
Doan's Kidney Pills	4.50	4.35	4.25
British Troop Oil	2.25	2.15	2.10
Hagyard's Yellow Oil	2.25	2.15	2.10
Hagyard's Pectoral Balsam	2.25	2.15	2.10
Low's Worm Syrup	2.25	2.15	2.10

Terms 5% 30 days.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
Sweet Chocolate— Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.... 1 80
Vanilla, ¼-lb., 6 and 12-lb. boxes 0 37
Diamond, 8's, 6 and 12-lb. boxes 0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28
Diamond, ¼'s, 6 and 12-lb. boxes 0 28
Icings for Cake—
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz..... 1 25
Chocolate Confections. Per doz.
Maple buds, 5-lb. boxes 0 39
Milk medallions, 5-lb. boxes 0 39
Chocolate wafers, No. 1, 5-lb. boxes 0 35
Chocolate wafers, No. 2, 5-lb. boxes 0 28
Nonpareil wafers, No. 1, 5-lb. boxes 0 35
Nonpareil wafers, No. 2, 5-lb. boxes 0 28
Chocolate ginger, 5-lb. bxs., 0 40
Chocolate ginger, 5-lb. bxs., 0 40
Milk chocolate wafers, 5-lb. boxes 0 39
Coffee drops, 5-lb. boxes.... 0 39
Lunch bars, 5-lb. boxes..... 0 39
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box 0 95
Nut milk chocolate, ½'s 6, lb. boxes, lb. 0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 39
Nut milk chocolate, 5c bars 24 bars, per box 0 90
Almond nut bars, 24 bars, per box 0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES
DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.....
No. 16 Jar .....
No. 4 Jar .....
No. 10 Can .....

YUBA BRAND

2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.....
No. 10 Can .....
Picnic Can .....

BORDEN MILK CO., LTD.
CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans.$8 00
Reindeer Brand, each 48 cans 7 70
Silver Cow, each 48 cans .. 7 15
Gold Seal, Purity, each 48 cans 7 00
Mayflower Brand, each 48 cans 7 00
Challenge, Clover Brand, each 48 cans 6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each, 24 cans 5 65
Jersey Brand, Hotel, each 24 cans 5 65
Peerless Brand, Hotel, each 24 cans 5 65
St. Charles Brand, Tall, each 48 cans 5 75
Jersey Brand, Tall, each 48 cans 5 75
Peerless Brand, Tall, each 48 cans 5 75
St. Charles Brand, Family, each 48 cans 4 90
Jersey Brand, Family, each 48 cans 5 00
Peerless Brand, Family, each 48 cans 5 00
St. Charles Brand, small, each 48 cans 2 40
Jersey Brand, small, each 48 cans 2 40
Peerless Brand, small, each 48 cans 2 40

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans 5 50
Reindeer Brand, "Small," each 48 cans 5 80
Regal Brand, each 24 cans.. 5 20
Cocoa, Reindeer Brand, each 24 cans 5 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs..... 0 3
1 lb. round tins, 4 doz. to case, weight 70 lbs..... 0 3

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs. 0 23
1 lb. tins, 2 doz. to case, weight 35 lbs. 0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs. 0 32
1 lb. tins, 2 doz. to case, weight 35 lbs. 0 31
2 lb. tins, 1 doz. to case, weight 40 lbs. 0 31

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb... 0 3

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs. .....$ 1 0
2 oz. bottles, per doz., weight 4 lbs. 1 6
2½ oz. bottles, per doz., weight 6 lbs. 2 2
4 oz. bottles, per doz., weight 7 lbs. 3 5
8 oz. bottles, per doz., weight 14 lbs. 6 5
16 oz. bottles, per doz., weight 23 lbs. 11 0
32 oz. bottles, per doz., weight 40 lbs. 21 0
Bulk, per gallon, weight 16 lbs. 10 0

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size, per doz..... 1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz. 1 35

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2.75; 1s, $3.50; 2s, *$9; 6s, $34.75; 14s, $68.00.

Roast Beef, ½s, $2.75; 1s, $3.50; 2s, *$9; 6s, $34.75.

Boiled Beef, 1s, $3.50; 2s, $9; 6s, $34.75.

Jellied Veal, ½s, $2.75; 1s, $3.50; 2s, $7.

Corned Beef Hash, ½s, $2.

Beefsteak and Onions, ½s, $2.75; 1s, $3.50; 2s, $9.00.

If any advertisement interests you, tear it out now and place with letters to be answered.

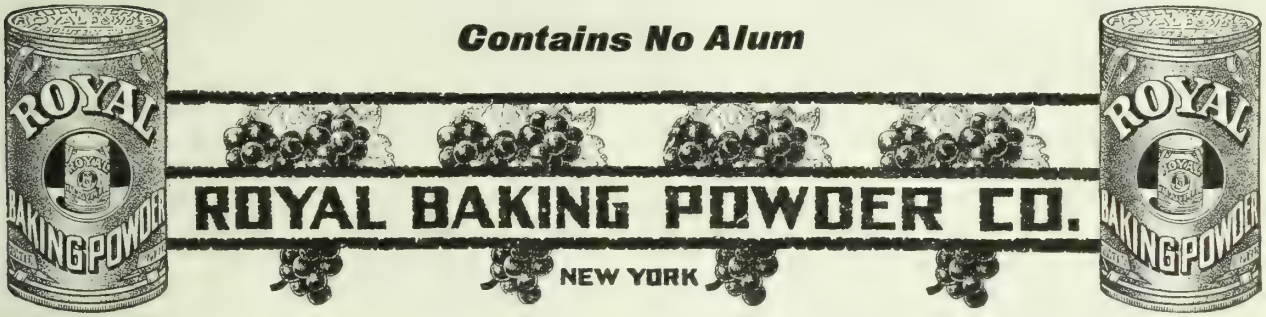
ROYAL BAKING POWDER

ABSOLUTELY—PURE

Everybody knows that all the grocers in the world, taken together, sell more ROYAL BAKING POWDER than any other kind. This proves that ANY grocer can do the same thing.

ROYAL BAKING POWDER properly displayed and recommended to your customers will pay you more and surer profit than any other brand you can handle.

Contains No Alum



Keep this for Reference

When you are asked about the quality of PURITY FLOUR, remember

PURITY FLOUR

is milled from the world's highest grade wheat. It is milled by the most modern and exacting process. Every bag and barrel is guaranteed.

You can safely recommend it for bread—pies—cake—biscuits—for all home baking.

Your customers will be delighted with PURITY'S QUALITY.

Western Canada Flour Mills Co., Limited

Toronto Winnipeg Calgary Goderich Montreal St. John

If any advertisement interests you, tear it out now and place with letters to be answered.

Morrow & Company

CEREALS—BEANS—PEAS

39 Front St. E. TORONTO

MONTREAL OFFICE: 209 ST. NICHOLAS BLDG.

ROLLED OATS	CORNMEAL
OATMEALS	HOMINY
ROLLED WHEAT	SOUP PEAS
SPLIT PEAS	LINSEED MEAL
POT BARLEY	FLAXSEED
PEARL BARLEY	OIL CAKE
WHEATLETS	LIMA BEANS
GRAHAM FLOUR	CANADIAN BEANS
BUCKWHEAT FLOUR	RANGOON BEANS
BUCKWHEAT GRITS	BLACK EYE BEANS

CANADIAN AGENTS

H. & L. BRAND PACKAGE GREEN PEAS

TORONTO AGENTS

LIBBY, McNEILL & LIBBY



You can sell lots of

Williamson's Lightning Healing Powder

To introduce it we will forward, free of charge, express prepaid, to all except harness dealers (who must order from jobber), a trial supply, remittances to be made as goods are sold.

You make a profit of $2 per doz., and every sale is guaranteed to give absolute satisfaction.

Get the trial supply working for you now. Call the attention of farmers and horse owners to its wonderful curative properties. Then sales will be quick and easy.

The Williamson Mfg. Co.

Guelph, Ont.

Cambridge Sausage, 1s, $3.00; 2s, $5.50.

Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.00; 1s, $3.00; 4s, $20.00.

Sliced Smoked Beef, glass, ¼s, ..; ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.50.

Ham and Veal, ½s, $2.

Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken; Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.

Ox Tongues, Glass, 1½s, $12; 2s, $14.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clarke's Peanut Butter — Glass Jars, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz., —

Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2.15.

Individuals, 80c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.50.

Individuals, 90c doz.

Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.50.

Individuals, 90c doz.

Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.

Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.

Clark's Chateau Chicken Soup, —

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.15.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.15.

Sphaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITED

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre, cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 30
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 [illegible]
Princess Blend, 50 and 30-tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 28

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEENE'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz case, 8 lbs. Freight rate, 2d class

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry [illegible] oz.	
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90
List Price	

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho. dredge. Per doz.
Allspice	$0 48	$0 90
Arrowroot, 4 oz. tins, 90c.	....	....
Cayenne	0 48	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 48	0 90
Cinnamon whole, 5c. pkgs., window front, 45c.	....	....
Cloves	0 48	0 90
Cloves, whole, 5c. pkgs., window front, 45c.	....	....
Curry powder	....	....
Ginger	0 48	0 90
Mace	1 25	....
Nutmegs	0 48	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 48	....
Pepper, black	0 48	0 90
Pepper, white	0 52	0 95
Pastry spice	0 48	0 90
Pickling spice, window front, 90c.	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

TOMATOES

Our First Car

Fancy Floridas

Due To Arrive This Week.
Price Much Lower.

Strawberries

Fine Quality.
Pints and Quarts Arriving Daily.

Send your Orders to

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.
Established 1861

Strawberries
Cucumbers
New Carrots and Beets
Pineapples
Tomatoes

The South is now shipping freely.

Fresh cars arriving daily.

ORDERS SOLICITED.

WHITE & CO., LIMITED
TORONTO and HAMILTON

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

A neat little seller for your window and counter displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD
means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs., Canada Laundry..	.07
40 lbs., 1 lb. pkg., White Gloss	.07½
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.08
100 lbs. kegs, No. 1 White.	.07½
200 lbs., bbls., No. 1 White	.07½
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08½
48 lbs., Silver Gloss, in 6 lb. tin canisters	.10
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.10
100 lbs., kegs, Silver Gloss, large crystals	.08
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case...	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.15
Celluloid, 45 cartons, case.	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08½
40 lbs. Canada Pure Corn	.07½

(20 lb. boxes ¼c higher)

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.07
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.07½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.08
Barrels, 200 lbs.	.07½
Kegs, 100 lbs.	.07½
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.08½
8 in case	.10
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.10
Kegs, extra large crystals, 100 lbs.	.08
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 75
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	.07½
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.08½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. (20 lb. boxes ¼c higher than 40's)	.08½

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60 / 1 lb. 30 } Packages Mixed	3 30

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	$3.25
2 lb. tins, 2 doz. in case..	2 45
5 lb. tins, 1 doz. in case...	3 85
10 lb. tins, ½ doz. in case.	3 75
20 lb. tins, ¼ doz. in case	3 70

(Prices in Maritime Provinces 10c per case higher.)

Barrels, about 700 lbs.....	.04¾
Half bbls., about 350 lbs..	.05
¼ bbls., about 175 lbs....	.05¼
2 gal. wooden pails, 25 lbs.	1.75
3 gal. wooden pails, 38½ lbs.	2 50
5 gal. wooden pails, 65 lbs.	3.85

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case.....	$3.95
5 lb. tins, 1 doz. in case.....	4.35
10 lb. tins, ½ doz. in case..	4.25
20 lb. tins, ¼ doz. in case...	4.20

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case..	4 80
Barrels, per 100 lbs.....	5 25
½ barrels, per 100 lbs.....	5 50

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$3 60
½ lb.	1 85
Robinson's Patent Groats—	
1 lb.	3 60
½ lb.	1 85

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown....	0 85
Card Outfits, Black and Tan	3 40
Metal Outfits, Black and Tan	3 80
Creams, Black and Tan.....	1 10
White Cleaner	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs..	1 20
Yeast for bakers, 12½ lb. cartons; per carton, $1.25.	

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.....	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 85
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb glass humidors	1 00

If any advertisement interests you, tear it out now and place with letters to be answered.











ROYAL SHIELD BRAND PRODUCTS

are the very essence of Purity

THE scrupulous care and attention given to every detail of their manufacture guarantees each Royal Shield line to be as good as human ingenuity can make it.

THAT Royal Shield Quality gives unstinted satisfaction may be judged from the ever growing demand. Are you profiting thereby?



Order a trial supply from us direct at our head office or from any of our branches listed below. Do it now, and secure a bigger summer turnover.



Campbell Bros. & Wilson, Limited

Wholesale Grocers and Importers, and Packers of Royal Shield Brand of Goods

Branches: Campbell, Wilson & Horne, Limited, Calgary, Lethbridge, Edmonton, Red Deer; Campbell, Wilson & Miller, Limited, Saskatoon; Campbell, Wilson & Strathdee, Limited, Regina and Swift Current.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN CANADA

To Manufacturers and Shippers:

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

H. P. PENNOCK & CO. Limited

Wholesale Commission Brokers

Representing The Canadian Salt Co., Limited; Atlantic Sugar Refineries Limited; Lea & Perrins, etc., etc.

Head Office: WINNIPEG, MANITOBA

Established 1904

MANITOBA SASKATCHEWAN ALBERTA WESTERN ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue East. Winnipeg

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.
Correspondence solicited.
"Always on the Job."

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

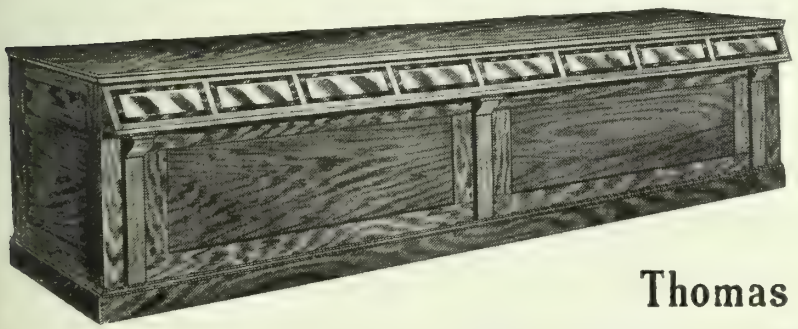
The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

This space would cost you only $1.00 per issue for one year.

One Inch Space $1.00 Per Issue on Yearly Order.

C.H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

Have You a Thief in Your Store?



Your old-style counter is one! It is stealing your time, your energy, your goods even your money. Throw it out! Put in an

ARNETT GROCERY COUNTER

and save money, gain time, prevent trouble, protect your goods from mice and vermin, please customers better and wait on more trade in less time.

Its cost is slight, its benefits great. You CAN afford it. Find out how little it costs. Send a post card now.

Thomas Louis Arnett, Mfr., Souris, Man.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES
WHITE BEANS
DRIED APPLES

What have you to offer? State quantity and quote lowest price.

WHITE & McCART, LIMITED
309-310 Board of Trade Building
TORONTO - - ONTARIO
'Phone Main 2319

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
TORONTO WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.

This space $1.00 per insertion on yearly order.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Sundried Apples

Quote us price and quantity at once if wanting to sell.

W. H. Millman & Sons
Grocery Brokers
TORONTO

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.
We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada
TORONTO

ONION SETTS FOR PLANTING
FANCY CANADIAN GROWN
Write for Samples

Ex-warehouse Toronto—Shipment by Express.

	Per 100 Lbs. Trade	Retail
Dutch Setts, Yellow (select Canadian)	$20.00	$24.00
Dutch Setts, White	22.00	25.00
Red Setts	20.00	24.00
Shallots or Multipliers	14.00	19.00
English Potato Onions	14.00	19.00

WM. RENNIE CO., LIMITED
Cor. Adelaide and Jarvis Sts., Toronto

Kindly mention this paper when writing to advertisers.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

This Space is Yours For $2 On Yearly Order

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
11 Mountain Hill Quebec City

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTIZER

Quebec's Responsible Brokers

Our present excellent trade connection is the result of

25 YEARS OF EXPERIENCE

We offer our services in marketing your products as we are open for one or two more good agencies for produce, grains or grocery lines, etc.

WRITE US FOR PARTICULARS

BEANS AND CORN A SPECIALTY

Manufacturers—if not represented here, please write to us—

Alfred T. Tanguay & Company

Commission Merchants and Brokers

17 ST. JAMES STREET - - - - QUEBEC CITY

If any advertisement interests you, tear it out now and place with letters to be answered.



Yes! Madam
It's Swift's Premium

Thousands of Grocers say this with pride and assurance, for they know that their customer is bound to be satisfied with Swift Premium. Why —because only the choicest of Hams and Bacons are selected as good enough to be branded "Swift's Premium."

Swift's Premium Hams and Bacon

Always dependable because always the same

Carefully Selected

Sugar Cured



Hickory Smoked

Parchment Wrap

Swift Canadian Company
LIMITED

Toronto - Winnipeg - Edmonton

If any advertisement interests you, tear it out now and place with letters to be answered.

A Prisoner in Germany

—a Canadian interned at Ruhleben, the famous German internment camp—was permitted to be transferred to Switzerland. From this country he writes his story of Ruhleben Camp —a live, human story of intensest interest. Read it in

MACLEAN'S MAGAZINE *for* May

ALWAYS MACLEAN'S MAGAZINE contains articles of a class you'll find in no American magazine—articles *Canadian* in theme and staging. MACLEAN'S goes in for articles, biographies and stories that make Canada and Canadians better known and better loved by its own people. This is its big and worth-while mission, and this is why it should possess *your* favor to a pre-eminent degree.

In the May issue of MACLEAN'S, in addition to the remarkable article announced above, are the following notable features:

Successful Canadians Living in New York

This article is one of a series dealing with Canadian-born men who have won fame or fortune or both in New York City—and there are many such. Mighty good reading of an intensely interesting and unusual sort.

German Plotting Against Canada in the U. S. A.

By Agnes C. Laut

Miss Laut has a knowledge of German plots and intrigues at once amazing and accurate, and her revelations are positively startling. She writes fearlessly and with her accustomed vigor.

Sunshine in Mariposa

By Stephen Leacock

This is a comedy by Canada's master humorist. Extremely amusing and clever is this play. Leacock grows better all the time.

Short Stories

By Arthur Stringer, Hopkins Moorhouse and Mary Gaunt

These stories are Canadian in their background and are **good**. **MacLean's** is doing a very meritorious work in developing and introducing new Canadian writers and writers on Canada.

Two Good Serials

By Sir Gilbert Parker and James B. Hendryx

Parker's story is entitled, "Jordan is a Hard Road," and Hendryx's, "The Gun Brand." They are rousing stories told by masters of the craft of writing and story-telling.

Besides There is the likable Review of Reviews Department, in which the best things appearing in the current periodicals of the world are condensed for busy readers. So **MacLean's** becomes a most appealing and satisfying magazine. It is unlike every other magazine, and no other magazine serves Canadians so well.

At All News Stands

15c.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent. Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

WANTED—AN EXPERIENCED CLERK FOR general store; married; one who can speak French preferred; first-class references required. Apply Box 113, Comber, Ont.

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

GROCER WITH TWELVE YEARS' EXPERIence in groceries and crockery desires position as manager or head clerk. Married. Good references.—Box 80, Canadian Grocer.

FOR SALE

FOR SALE—QUANTITY OF TINFOIL PAPER suitable for tea bags, English make. Apply Duguid, 12114 93rd St., Edmonton, Alta.

FOR SALE—WELL ESTABLISHED GENeral store business. Owner wishes to retire. Also land and buildings. Address Box 225, Canadian Grocer.

FOR SALE—A GROCERY BUSINESS IN ONE of the best towns in Ontario. Turnover for 1916, $44,000. Now averaging $1,100.00 per week. Stock about $5,000.00. Good reasons for selling. Address Box 226, Canadian Grocer.

GROCERY BUSINESS — ESTABLISHED 13 years—best residential section of the busy City of Kitchener, Ont. Known as the 5 points. Stock and fixtures about $3,000. Annual turnover $16,000. This can be increased by right man. Reason for selling, "poor health." Will sell with or without propeerty. Apply H. J. Ahrems, Kitchener, Ont.

INDEPENDENT BRAND TRADE MARK COUNTER SALES BOOKS

WHEN IN NEED Write Us
J. F. & J. N. SOMERVILLE, 70 Howard Park Avenue, TORONTO, CANADA

Make your genuine but strictly temperance

Lager Beer

at home with pure

Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY
Dept. 52. Beamsville, Ontario

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE WELLINGTON POLISH
JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
2,000,000 users

Direct Supply Association
509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER
ADEL. 760 WASTE PAPER
E. PULLAN TORONTO

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET. - - TORONTO

BARRELS
(The best shipping package.)
We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.



THE HIGH ROAD TO SUCCESS

is travelled by the general store merchant who has stamped his place of business as progressive and up-to-date by securing for himself the exclusive agency for

MARTIN-SENOUR

100% PURE PAINT AND VARNISHES

Made in Canada—Sold on Merit

Concentration on the Martin-Senour one-line proposition is the surest way for the merchant in the General Store business in the smaller towns to increase his paint trade. It saves him time both in buying and selling and prevents an accumulation of odds and ends and means a smaller stock with less capital invested.

Martin-Senour advertising and sales promotion are real helps for the smaller town dealer who keeps a general stock of all lines of merchandise, as people like to buy nationally advertised goods, and our methods bring people to his store to buy paint, who in turn will buy other goods he has to offer.

Martin-Senour products are all backed by an absolute guarantee for purity which results in entire satisfaction to both the user and the dealer.

The MARTIN-SENOUR Co.
LIMITED
PRODUCERS OF PAINTS AND VARNISHES
MONTREAL
WINNIPEG · TORONTO · HALIFAX

MARTIN-SENOUR SPIC-SPAN FINISHES

MARTIN-SENOUR PAINT & VARNISHES

Maple Leaf Dirt Chaser



Made by
B. & L. MFG. COMPANY
SHERBROOKE - - QUE.

Distributors :
McVITIE & PRICE
Montreal

H. P. PENNOCK & COMPANY
Winnipeg and Regina

Cleans
Scours
Bath Tubs
Sinks and
All
Enamel
Ware

YOUR JOBBER HAS MAPLE LEAF

Ask Him

If any advertisement interests you, tear it out now and place with letters to be answered.

To Manufacturers

We are fully qualified to give your line the proper representation on the Western Market.

Our facilities make for success. We have—

EXPERIENCE
in building up connections with the Western Wholesaler and Retailer.

CONFIDENCE
of the trade, based upon 15 years' successful selling in the West.

REPRESENTATION
We have twelve salesmen calling regularly on both the Wholesale and Retail trade.

ACCOMMODATION
Our trackage and facilities for Storage and Distributing are of the best.



We Sell Direct to the Retail Trade—

Christie's Biscuits and Robertson's Confectionery

Manufacturers requiring representation in the West should write us at once.

Scott-Bathgate Company, Ltd.

Grocery Brokers and Commission Merchants

149 NOTRE DAME AVE. EAST - - WINNIPEG

Look It Up In

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

Full information on every article handled by the grocery trade. Hundreds of trade "Pointers" which are of practical value in buying, selling and caring for goods. An *encyclopedia of all foods* that you have ever seen or heard of. *Food dictionaries* in English, German, French, Italian and Swedish.

1,200 subjects, 500 illustrations, 80 full-page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

WHAT JOBBERS SAY

"We find it one of the finest and most valuable books we have ever seen in a long time; every wholesaler as well as retailer should have one." *The John Bird Co.*

"It is a very fine book and we have occasion to refer to it many times." *Kimball Bros. Co.*

"I appreciate your splendid book a great deal. Its valuable information will help me in my business as a grocery salesman."
A. C. Robinson, with the Daniells Cornell Co.

"A most interesting book and we find a constant pleasure in referring to it."
Newport Paper & Grocery Co.

"The best thing we have seen for the education not only of the retail but also of the wholesale grocer." *E. T. Smith Co.*

"A very attractive looking book and one which we should think every groceryman would be glad to own."
E. G. Whittelsey & Co., Inc.

GROCERS' OPINIONS

"I value your Encyclopedia very much and find it very instructive."
S. G. Hunt, Twin Mountain, N.H.

"I surely do appreciate your book."
M. N. Doubleday, North Dana, Mass.

"We think it a very valuable book—very instructive." *O. B. Parks, Westfield, Mass.*

"We are more than pleased with the Encyclopedia and value it very much."
Wookey Bros., Waterbury, Conn.

"The very best book I have ever seen."
S. E. Campbell, Fairlee, Vt.

"I wish to thank you for bringing this book to my notice."
H. S. Young, Norwichtown, Conn.

"A fine instructive book."
O. A. Stevens, Ludlow, Me.

"One of the finest books I have ever seen."
L. N. Perreault, Attleboro, Mass.

PRICE $10.50; DELIVERY PREPAID. Send your Order to

THE CANADIAN GROCER

TORONTO, CANADA

Sunset Soap Dyes

Women Who Buy Groceries will buy these Wonderful Dyes

Make Extra Profits With Little Effort

Display a box of Sunset Soap Dyes on your counter and you will be surprised at the number of women who will take a cake "to try." So simple to use and so satisfactory in results that women gladly buy them again and again.

Grocers who sell Sunset Soap Dyes find new customers coming to their counters, as neighbors have told them about the wonderful dyes that will color all kinds of fabrics and that clean the goods during the dyeing process. Cleanly to handle—do not stain hands or soil utensils. Colors are true, brilliant and lasting—will not fade nor wash out. You can make a nice extra profit selling Sunset Soap Dyes, and you can recommend them, for they always give satisfaction. Write to-day for prices and discounts to

SUNSET SOAP DYE COMPANY, NEW ROCHELLE, N.Y.

Canadian Distributors: **Harold F. Ritchie & Company, Limited, Toronto, Ontario**

MORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.





Quality and Prices that will interest every customer

Here are three delicious Canadian-made table favorites:

H-G Sauce,
E-P Sauce, and
Ta-Bell Vinegar.

Send for samples. Get your customers acquainted with the unequalled goodness of these lines. Then you'll find the demand steady and the profits worth having.

Order now and support Canadian enterprise.



The Canada Sauce & Vinegar Co.

519 King St. W. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

WHO IS AGENT FOR_____?

Name and address of the Manufacturers' Agent or Broker given *below* the name of the firm or line they represent.

ALEXANDER MOLASSES CO., Cincinnati, U.S.A.—Canned Molasses.
H. P. Pennock & Co., Ltd., Winnipeg.

ATLANTIC SUGAR REFINERIES, LTD., Montreal—Lantic Sugar and Syrup.
H. P. Pennock & Co., Ltd., Winnipeg.

ARBUCKLE BROS., New York—Green Coffees.
Mason & Hickey, Winnipeg.

H. E. ARNHOLD, Canton, China—Cassia and Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.

BABBITT'S CLEANSER.
W. H. Dunn, Ltd., Montreal.
Dunn & Hortop, Toronto.

BAILEY BROOM CO., Kingston, Ont.—Brooms.
Mason & Hickey, Winnipeg.

BECKER, SHELLAN & CO.
Stewart Menzies & Co., Toronto.

BALLIS & CO., Messina, Italy—Sulphur Filberts.
Scott-Bathgate Co., Ltd., Winnipeg.

BEVAN & Co., Malaga, Spain—Almonds and Table Raisins.

B.C. PACKERS ASSOC., Vancouver, B.C.
Scott-Bathgate Co., Ltd., Winnipeg.

A. BOUTILIER & CO., Centreville, N.S.—Herring and Lobster.
Geo. Adam & Co., Winnipeg.

JNO. BUCHANAN & BROS.
Robt. Gillespie Co., Winnipeg.

BAR LE DUC JELLY.
W. G. Patrick & Co., Ltd., Toronto.

B. & L. MFG. Co., Sherbrooke, Que.—Maple Leaf Dirt Chaser.
H. P. Pennock & Co., Ltd., Winnipeg.

BETZ & VAN HEIJST, Holland.
H. P. Pennock & Co., Ltd., Winnipeg.

BON AMI CO., New York—Bon Ami Cake and Powder.
The H. L. Perry Co., Winnipeg.

BIRDLAND SOCIETY, London, Ont.—Cottam's Bird Seed and Gravel.
The H. L. Perry Co., Winnipeg.

BORDEN MILK CO.—Condensed Milk, etc.
Mason & Hickey, Winnipeg.

BRITISH COLUMBIA HOPS.
A. P. Tippet & Co., Montreal.

CALIFORNIA DIAMOND BRAND WALNUTS
A. P. Tippet & Co., Montreal.

CALIFORNIA FRUITS.
A. P. Tippet & Co., Montreal.

CANADA STARCH CO.—Starch, Syrups, etc.
Mason & Hickey, Winnipeg.

CARBOLOCENCE—Disinfectant Fluid.
McClellan Import Co., Montreal.

CALIFORNIA ASSOCIATED RAISIN CO.
Tomlinson & O'Brien, Winnipeg.

CAMP COFFEE ESSENCE.
Rose & Laflamme, Montreal.

CAMPBELL'S SOUPS.
Rose & Laflamme, Montreal.

CANADA PRESERVING CO.
Tomlinson & O'Brien, Winnipeg.

COX GELATINE.
A. P. Tippet & Co., Montreal.

CRESCENT MFG. CO.—Mapleine.
Mason & Hickey, Winnipeg.

DA COSTA & CO.—Barbados Molasses.
West India Company, Montreal.

CALIFORNIA CANNED FRUIT.
W. G. Patrick & Co., Ltd., Toronto.

J. C. CARPENTER CO.—Preserved Texas Figs.
W. G. Patrick & Co., Ltd., Toronto.

CO-OPERATIVE TEA GARDEN CO., Ceylon—Ceylon Teas.
H. P. Pennock & Co., Ltd., Winnipeg.

CONSUMERS' CORDAGE CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

J. & G. COX, LTD., Edinburgh.
Tees & Persse, Ltd., Winnipeg.

CHURCH & DWIGHT, LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

C. H. CATELLI CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

CALEY'S XMAS STOCKINGS (Alberta only)
Robt. Gillespie Co., Winnipeg.

CANADIAN SALT CO., Windsor, Ont.
Windsor and Regal Salt.
H. P. Pennock & Co., Ltd., Winnipeg.

CANNED CORN.
W. G. Patrick & Co., Ltd., Toronto.

CARNATION MILK PRODUCTS CO., LTD., Seattle, U.S.A.
Tees & Persse, Ltd., Winnipeg.

CLAYAQUOT SOUND CANNING CO., Victoria, B.C.—Canned Salmon.
H. P. Pennock & Co., Ltd., Winnipeg.

CAPERS, SPANISH.
W. G. Patrick & Co., Ltd., Toronto.

CREAMED CHICKEN A LA KING ("Purity Cross" Brand).
W. G. Patrick & Co., Ltd., Toronto.

CEYLON COCOANUT.
W. G. Patrick & Co., Ltd., Toronto.

THE CROCKER MILLING CO., Minneapolis, Minn.—Cornmeal.
The C. H. Grant Co., Winnipeg.

CHOCOLATES (Toblers, Nobility).
Maclure & Langley, Ltd., Toronto.

COFFEE ESSENCE (Elders).
Maclure & Langley, Ltd., Toronto.

CORN PRODUCTS REFINING CO., New York.
Keenlevside Oil Co., London, Ont.

CRESWELL BROS., London, Eng.—Sponges, Chamois.
Stewart Menzies & Co., Toronto.

JOS. CAMPBELL CO., Camden, N.J.—Campbell's Soups sub-agency from Rose & Laflamme, Canadian Agents, Montreal).
The H. L. Perry Co., Winnipeg.

CREAMETTE CO., Minneapolis, Minn.—Macaroni, Vermicelli, etc.
Mason & Hickey, Winnipeg.

CANADA THREAD MILLS CO., LTD., Toronto—Thread.
Scott-Bathgate Co., Ltd., Winnipeg.

CATZ & CO., Rotterdam, Holland—Carraway, Poppy and other Seeds.
Scott-Bathgate Co., Ltd., Winnipeg.

J. CARAMANDANI CO., LTD., Patras, Greece—Currants.
Scott-Bathgate Co., Ltd., Winnipeg.

CHRISTIE, BROWN & CO., Toronto—Biscuits.
Scott-Bathgate Co., Ltd., Winnipeg.

DISINFECTANT BLOCKETTES.
McLellan Import Co., Montreal.

DOMINION SUGAR CO.—Sugar.
Mason & Hickey, Winnipeg.

DADELSZEN & CO., Bordeaux, France—Shelled Walnuts, Marbot Walnuts.
Scott-Bathgate Co., Ltd., Winnipeg.

W. P. DOWNEY, Montreal—Cocoanut.
Scott-Bathgate Co., Ltd., Winnipeg.

DUTCH TEA RUSKS.
Robt. Gillespie Co., Winnipeg.

DOMINION CANNERS, LTD., Hamilton.
Tees & Persse, Ltd., Winnipeg.

DOMINION GLASS CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

E. B. EDDY CO., Ltd., Hull, Que.
Tees & Persse, Ltd., Winnipeg.

ESSEX CANNING & PRESERVING CO., Essex, Ont.—Canned Goods.
Mason & Hickey, Winnipeg.

JAMES EPPS & CO.—Cocoas and Chocolates.
F. D. Cockburn, Winnipeg.

FOSTER, CLARK, LTD.—Custard Powders, H. D. Health Salts.
Stewart Menzies & Co., Toronto.

FOSTER & HOLTERMAN, Brantford, Ont.—Honey.
Mason & Hickey, Winnipeg.

FURUYA & NISHIMURA, Montreal—Japan Tea, etc.
The C. H. Grant Co., Winnipeg.

N. K. FAIRBANK CO., LTD., Montreal.
Tees & Persse, Ltd., Montreal.

FRENCH CASTILE SOAP.
A. P. Tippet & Co., Montreal and Toronto.

GEORGE & BRANDAY, Kingston, Jamaica—Pimenta, Jamaica Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.

HAMILTON COTTON CO., Hamilton, Ont.—Twine, Clothes Pins, Lamp Wicks, etc.
Scott-Bathgate Co., Ltd., Winnipeg.

GINGER IN JARS AND TINS.
W. G. Patrick & Co., Ltd., Toronto.

GUAVA JELLY.
W. G. Patrick & Co., Ltd., Toronto.

GORGON FLY CATCHER.
Tomlinson & O'Brien, Winnipeg (sole Canadian agents).

GRAPE NUTS.
W. H. Dunn Ltd., Montreal.

W. R. GRACE & CO., New York—Coffee.
The C. H. Grant Co., Winnipeg.

GRANBY ELASTIC WEB CO., Granby, Que.
F. D. Cockburn, Winnipeg.

MAX GLICKS LINES.
Robt. Gillespie Co., Winnipeg.

ROBT. GIBSON & SONS.
Robt. Gillespie Co., Winnipeg.

GOODWILLIES LIMITED—Preserved Fruits
Rose & Laflamme, Montreal.

GORMAN, ECKERT & CO., London—Olives, Spices.
Mason & Hickey, Winnipeg.

GRIFFIN & SKELLEY—Dried Fruits.
Mason & Hickey, Winnipeg.

GRIFFIN & SKELLEY—Seedless Raisins.
A. P. Tippet & Co., Montreal.

THE GUGGENHIME CO., San Francisco, Cal.—Dried Fruits, Nuts, etc.
The C. H. Grant Co., Winnipeg.

GRIFFITH DURNEY CO., San Francisco, Cal.—Canned Goods.
The C. H. Grant Co., Winnipeg.

GEO. HARKER & CO.
Stewart Menzies & Co., Toronto.

HARRY HORNE CO., Toronto—Health Salts.
Robt. Gillespie Co., Winnipeg.

HARPER-PRESNAIL CIGAR CO.—Cigars.
Mason & Hickey, Winnipeg.

H. O. COMPANY, Buffalo, U.S.A.
Tees & Persse, Ltd., Winnipeg.

HARICOT VERTS.
W. G. Patrick & Co., Ltd., Toronto.

HAZARD & CO., New York, U.S.A.—Rock Salt.
H. P. Pennock & Co., Ltd., Winnipeg.

S. J. HOUTEN & JOON, Weesp, Holland—Cocoa.
Scott-Bathgate Co., Ltd., Winnipeg.

INGERSOLL PACKING CO.—Cheese. Meats.
Mason & Hickey, Winnipeg.

IMPERIAL RICE MILLING CO., Vancouver, B.C.—Rice.
Scott-Bathgate Co., Ltd., Winnipeg.

INTERNATIONAL STOCK FOOD CO., Toronto—Stock Food.
Scott-Bathgate Co., Ltd., Winnipeg.

I.X.L. DISINFECTING FLUID.
McLellan Import Co., Montreal.

ITALIAN PEAS.
W. G. Patrick & Co., Ltd., Toronto.

ITALIAN MACARONI.
W. G. Patrick & Co., Ltd., Toronto.

ICE CREAM CONES.
Maclure & Langley, Ltd., Toronto.

JEYES FLUID.
Maclure & Langley, Ltd., Toronto.

JAMS & JELLIES (St. Williams).
Maclure & Langley, Ltd., Toronto.

THE JERVIS INLET CO., Steveston, B.C.—Canned Salmon.
The C. H. Grant Co., Winnipeg.

Maple Products of Proven Worth

Guarantee yourself repeats and good profits by selling ***CANADA'S BEST*** brands of Maple Products.

They have earned the right to the name ***CANADA'S BEST*** by fifteen years of satisfaction and high quality.

MAPLE BUTTER DAIRY BRAND

The best substitute for high priced creamery butter. Spreads like ordinary butter. Packed in 1, 10, and 30 lb. tins.

BUY THROUGH YOUR JOBBER.

CANADA MAPLE EXCHANGE, LIMITED

MONTREAL - - QUEBEC

Why You Should Feature KING GEORGE'S NAVY

The first line of defence

against slow, profitless tobacco sales is the widely known and popular

KING GEORGE'S NAVY CHEWING TOBACCO

Put your tobacco business on a solid, profi-making foundation by keeping a little display of KING GEORGE'S NAVY always on hand. Its quality will please the particular chewer and bring him back again.



Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

KAY BROTHERS.
Tomlinson & O'Brien, Winnipeg.

JAMES KELLER & SON, LTD. Marmalade
Stewart Menzies & Co., Toronto.

KIMBALL, BISHOP CO., London, Eng.
Citric and Tartaric Acid.
Scott-Bathgate Co., Ltd., Winnipeg.

KNOVAH HEALTH SALTS.
Maclure & Langley, Ltd., Toronto.

KNOVAH PREPARED CUSTARD.
Maclure & Langley, Ltd., Toronto.

KEENLEYSIDE OIL CO., London, Ont.—
"Matchless" Ammonia Powder.
The H. L. Perry Co., Winnipeg.

W. K. KELLOGG CO., Toronto Dominion
Corn Flakes, Krumbles, Rice Flakes, etc.
Mason & Hickey, Winnipeg.

KELLY CONFECTION CO., Vancouver, B.C.
Molasses.
Mason & Hickey, Winnipeg.

KING BEACH MFG. CO., Mission City, B.C.
—Jams and Jellies.
Mason & Hickey, Winnipeg.

JOHN KNIGHT, LTD.—Soaps, etc.
Stewart Menzies & Co., Toronto.

LEA & PERRINS, Worcester, Eng. Worcestershire Sauce.
H. P. Pennock & Co., Ltd., Winnipeg.

L. L. & C. LOZENGES (Buchanan's).
Maclure & Langley, Ltd., Toronto.

LANGE CANNING CO., Eau Claire, Wis.
Canned Goods.
The C. H. Grant Co., Winnipeg.

LUMMIS & CO., Suffolk, Va., and Philadelphia—Peanuts.
The C. H. Grant Co., Winnipeg.

W. S. LOGGIE & CO., LTD., Chatham, N.B.—
Lobsters, Blueberries.
Mason & Hickey, Winnipeg.

E. LAZENBY & SON, LTD.—Sauces, Pickles.
Stewart Menzies & Co., Toronto.

LIVELY POLLY DRY SOAP.
McLellan Import Co., Montreal.

LOCK, LANCASTER & JOHNSON, London, Eng.—Tea Lead.
Scott-Bathgate Co., Ltd., Winnipeg.

LOUISIANA STATE RICE MILLING CO.
Tomlinson & O'Brien, Winnipeg.

MAGGI SOUPS.
Maclure & Langley, Ltd., Toronto.

MALTA VITA PURE FOOD CO.
Tomlinson & O'Brien, Winnipeg.

MANFORD SCHIER, Dunnville, Ont.—Evaporated Apples.
Mason & Hickey, Winnipeg.

MEGANTIC BROOM MFG. CO.
Tomlinson & O'Brien, Winnipeg.

MICHIGAN TEA RUSK CO.—Dutch Tea Rusks.
Robt. Gillespie Co., Winnipeg.

C. & E. MORTON, LTD.
Tomlinson & O'Brien, Winnipeg.

MARTIN & ROBERTSON, LTD., Vancouver, B.C.—Rice, etc.
The C. H. Grant Co., Winnipeg.

MAPL-FLAKE MILLS, Battle Creek, Mich.
Cereals.
The C. H. Grant Co., Winnipeg.

MILLER BROS., Montreal.
Tees & Persse, Ltd., Winnipeg.

MT. ROYAL MILLING & MFG. CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

MARSHMALLOW CREME.
W. G. Patrick & Co., Ltd., Toronto.

MUSHROOMS (French).
W. G. Patrick & Co., Ltd., Toronto.

MYERS & SON, F. L., Jamaica.—Spices.
H. P. Pennock & Co., Winnipeg.

MARMALADE (Curling Brand).
Maclure & Langley, Ltd., Toronto.

MUSTARD (French).
Maclure & Langley, Ltd., Toronto.

MEDICATED GUMS AND PASTILLES (Cravens).
Maclure & Langley Ltd. Toronto.

NORWEGIAN CANNERS EXPORT CO., Norway—Sardines.
H. P. Pennock & Co., Ltd., Winnipeg.

NORTH ONTARIO PACKING Co., California
Dried Fruits.
H. P. Pennock & Co., Ltd., Winnipeg.

NORFOLK STORAGE CO., Virginia—Peanuts.
H. P. Pennock & Co., Ltd., Winnipeg.

NATIONAL ESSENCE FOR COFFEE CO., Philadelphia, Pa.
Tees & Persse, Winnipeg.

PETER McNUTT & SON, Malpique, P.E.I.
Canned Chicken.
F. D. Cockburn, Winnipeg.

NATIONAL LICORICE CO.—Licorice.
Mason & Hickey, Winnipeg.

NICHOLSON & BROCK, Toronto—Bird Seed
Mason & Hickey, Winnipeg.

OVERSEAS EXPORT CO.—Sardines.
Stewart Menzies & Co., Toronto.

OLIVE BUTTER.
W. G. Patrick & Co., Ltd., Toronto.

OLIVE OIL (French), "La Perle" Brand.
W. G. Patrick & Co., Ltd., Toronto.

PRYTZ & CO., Alicante, Spain—Shelled Almonds.
Scott-Bathgate & Co., Ltd., Winnipeg.

PATERSON, SIMONDS & CO., Singapore
Tapioca, Sago, Pepper, Nutmegs, Pineapples.
Scott-Bathgate & Co., Ltd., Winnipeg.

PLANTERS NUT & CHOCOLATE CO., Suffolk, Va.—Peanuts, etc.
Scott-Bathgate & Co., Ltd., Winnipeg.

PAN CONFECTION FACTORY, Chicago, Ill.
—Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.

POST TOASTIES.
W. H. Dunn, Ltd., Montreal.

POSTUM.
W. H. Dunn, Ltd., Montreal.

PARIS PATE.
Maclure & Langley, Ltd., Toronto.

PEANUT BUTTER.
W. G. Patrick & Co., Ltd., Toronto.

PINEAPPLE (Pono Sliced).
W. G. Patrick & Co., Ltd., Toronto.

PICKLES. H.P.
W. G. Patrick & Co., Ltd., Toronto.

PEANUT BUTTER (French).
Maclure & Langley, Ltd., Toronto.

PURGATIVE WATER (Riga).
Maclure & Langley, Ltd., Toronto.

PROCTOR & GAMBLE CO.—Crisco, Soaps, etc.
Mason & Hickey, Winnipeg.

PUGSLEY, DINGMAN & CO.—Soaps.
F. D. Cockburn, Wininpeg.

QUAKER CANDY CO., Toronto.
F. D. Cockburn, Winnipeg.

RECKITTS, LIMITED—Blue, Polishes.
Tomlinson & O'Brien, Winnipeg.

ROCHESTER CANDY WORKS, Rochester, N.Y.
F. D. Cockburn, Winnipeg.

WILLIAM ROGERS & CO., Denia, Spain—
Valencia Raisins.
Mason & Hickey, Winnipeg.

ROBERTSON BROS., LTD., Toronto—Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.

ROWNTREE CO., York Eng.—Confectionery
Scott-Bathgate & Co., Ltd., Winnipeg.

ROBERTSON'S SCOTCH SHORT-BREAD.
Robt. Gillespie Co., Winnipeg.

REEDSBURG CANNING CO., Reedsburg, Wis.—Canned Goods.
The C. H. Grant Co., Winnipeg.

ROMAN MEAL CO., West Toronto.
Tees & Persse, Ltd., Winnipeg.

RICE (Louisiana).
W. G. Patrick & Co., Ltd., Toronto.

RIPE OLIVES.
W. G. Patrick & Co., Ltd., Toronto.

SHELLED ALMONDS.
W. G. Patrick & Co., Ltd., Toronto.

ST. WILLIAMS PRESERVING CO., St. Williams, Ont.—Jams and Marmalades.
Robt. Gillespie Co., Winnipeg.

SEWARDS, LTD., Montreal—Toilet Soaps.
Robt. Gillespie Co., Winnipeg.

ST. LAWRENCE SUGAR REFINERIES, LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

ST. LAWRENCE STARCH CO., LTD., Port Credit, Ont.
Tees & Persse, Ltd., Winnipeg.

SNAP CO., LTD., Montreal.
Tees & Persse, Ltd., Winnipeg.

SARDINES (Crossed Fish, Norway and Brandad Gomes, Portugese).
W. G. Patrick & Co., Ltd., Toronto.

SALAD DRESSING (Yacht Club Brand).
W. G. Patrick & Co., Ltd., Toronto.

SALAD CREAM CUSTARD (Frenchs).
Maclure & Langley, Ltd., Toronto.

SARDINES (Norcanners).
Maclure & Langley, Ltd., Toronto.

SABATER & CO., Reus, Spain Tarrogona
Almonds, Filberts.
Scott-Bathgate Co., Ltd., Winnipeg.

SANDBACH TINNE & CO.—Nuts, etc.
West India Co., Limited, Montreal.

SANDBACH PARKER & CO.—Sugars.
West India Co., Limited, Montreal.

SEGGERMAN BROS., INC., New York—Rice.
The H. L. Perry Co., Winnipeg.

SHURLY & DERRETT, LTD., Toronto—..
Ropes, Twines.
F. D. Cockburn, Winnipeg.

ST. WILLIAMS PRESERVING CO.—Preserves.
Maclure & Langley, Ltd., Toronto.

WM. SYMINGTON & CO., MarketHarborough, Eng.—Custard Powders.
F. D. Cockburn, Winnipeg.

TAYLOR'S PEELS.
A. P. Tippet & Co., Montreal.

JOHN TAYOR & CO., Toronto—Soaps, Perfumes, etc.
F. D. Cockburn, Winnipeg.

W. A. TAYLOR & CO., Winnipeg—Hore Radish, Relishes.
Mason & Hickey, Winnipeg.

THAMES CANNING CO., Thamesville. Ont.
—Canned Goods.
The C. H. Grant Co., Winnipeg.

THE TURTLE MT. MILLING CO., Boissevain, Man.—Flour and Feed.
The C. H. Grant Co., Winnipeg.

TUCKETT TOBACCO CO., LTD., Hamilton, Ont.
Tees & Persse, Ltd., Winnipeg.

TRENOR & CO., Valencia, Spain—Valencia Raisins.
Scott-Bathgate Co., Ltd., Winnipeg.

MATT. THOMPSON CO., Winnipeg—Fruit Cakes.
Robt. Gillespie Co., Winnipeg.

O. & W. THUM CO. (Tanglefoot), Grand Rapids, U.S.A.
Tees & Persse, Ltd., Winnipeg.

TOFFEE (Mackintosh's).
Maclure & Langley, Ltd., Toronto.

TETLEY TEA CO.—Tea.
Tomlinson & O'Brien, Winnipeg.

THISTLE BRAND CANNED FISH
A. P. Tippet & Co., Montreal.

THORNTON & CO., Malaga, Spain—Blue Fruits and Almonds.
Mason & Hickey, Winnipeg.

TORBITT & CASTLEMAN Co., Louisville, Ky.—Molasses.
F. D. Cockburn, Winnipeg.

D. URQUHART, Hensall, Ont.—White Beans.
Mason & Hickey, Winnipeg.

P. VENIERE, Montpellier, France—Cream of Tartar.
Scott-Bathgate Co., Ltd., Winnipeg.

VOLLMAYER-KAUFMANN Co., Toledo, O.
F. D. Cockburn, Winnipeg.

J. H. WETHEY, LTD.—Mince Meat, Jams, etc
Mason & Hickey, Winnipeg.

J. C. Whitney Co., Chicago and Japan—Japan Tea.
Scott-Bathgate Co., Ltd., Winnipeg.

FRED. J. WEST, Inc., New York—Coffee.
Scott-Bathgate Co., Ltd., Winnipeg.

WESTERN SALT CO., Courtwright, Ont.
Tees & Persse, Ltd., Winnipeg.

WELSH RAREBIT ("Purity Cross" Brand).
W. G. Patrick & Co., Ltd., Toronto.

WEST INDIA CO.—Molasses, Nuts, etc.
H. P. Pennock & Co., Ltd., Winnipeg.

WEST MFG. CO., Winnipeg—Lightning Hand Cleaner.
The H. L. Perry Co., Winnipeg.

The Buyer's Interest in Wasteless Advertising

BUYERS who appreciate that waste in selling must eventually be passed on to them in some form, are paying more and more attention to the sales methods of the concerns seeking their business.

The extravagant use of space in publications of general circulation, to advertise a commodity or a service appealing chiefly to a certain well-defined class, is not only poor judgment, but **it is an economic waste.**

Can you imagine an intelligent salesman, with a proposition for a steel mill or a dry goods store, calling at every office in town in an effort to locate a prospect? How needlessly wasteful to adopt similar methods in advertising, which is simply an improved means of accomplishing certain necessary steps of a sale.

On the other hand, the seller who uses the business papers reaching **only** the class interested in his message, is employing the most direct, efficient and economical method of getting in touch with prospective buyers.

Properly used, the good business paper bears the same relation to the sales department, that an improved machine does to the production department. Better selling methods go hand in hand with better manufacturing methods.

To encourage wasteless advertising, the most efficient modern means of bringing buyer and seller together, there is every reason why the discriminating buyer should give preferred consideration to the concern that tells its business story in the buyer's own business paper.

Ask this office anything you want to know about Business Papers or Business Paper Advertising.

THE ASSOCIATED BUSINESS PAPERS INC.

The International Organization of Trade, Technical and Class Publications

Headquarters, 220 West 42nd Street New York

LIST OF MEMBERS

Each member has subscribed to the 10 "Standards of Practice," a high code of ethics covering all departments of business paper publishing.

Advertising & Selling
American Architect
American Exporter
American Hatter
American Machinist
American Paint & Oil Dealer
American Printer
American Blacksmith
Automobile, The
Automobile Dealer & Repair
American School Board Journal
Architectural Record
Aviation & Aeronautical Engin'r'g
Boot & Shoe Recorder
Brick & Clay Record
Buildings & Building Management
Bulletin of Pharmacy
CANADIAN GROCER
Canadian Railway & Marine World
Cement World
Clothier & Furnisher
Coal Age Concrete
Domestic Engineering
Drygoodsman, The
Dry Goods Economist
Dry Goods Reporter
Editor & Publisher
Electrical Review & Western Electrician
Electrical World
Electric Railway Journal
Electric Traction
Engineering & Mining Journal
Engineering News-Record
Farm Machinery—Farm Power
Furniture Manufacturer & Artisan
Grand Rapids Furniture Record
Haberdasher, The
Hardware Age
Hide & Leather
Hotel Monthly
Illustrated Milliner
Implement Age
Industrial Arts Magazine
Inland Printer Iron Age
International Trade
Lumber Trade Journal
Lumber World Review
Manufacturing Jeweler
Marine Engineering
Metal Worker, Plumber & Steam Fitter
Metallurgical & Chemical Engineering
Modern Hospital
Motor Age
Motor World
National Builder
National Druggist
National Petroleum News
Power
Practical Engineer
Railway Age Gazette
Railway Electrical Engineer
Railway Maintenance Engineer
Railway Mechanical Engineer
Railway Signal Engineer
Shoe & Leather Reporter
Shoe Findings
Shoe Retailer
Tea & Coffee Trade Journal
Textile World Journal
Transfer & Storage
Woodworker

"WHO MAKES_____?"

A Directory of Lines Made by Advertisers. Compiled from information furnished by these firms for the use of Readers of THE CANADIAN GROCER.

Notice to Readers: To find who makes the grocery line you want, look under the heading for that class of goods. In most cases the brand name is given as well as the firm name and address of the manufacturer. If the line you want is not listed in this directory, write The Canadian Grocer, and our Service Department will try to get the information for you.

See directory of store equipment advertisers for lines of equipment and fixtures on page 34. That directory faces Equipment Section in this issue.

AERATED WATERS
E. L. Drewry, Limited, Winnipeg.
Chas. Gurd & Co., Montreal.

AMMONIA POWDER
Bull Dog Ammonia Powder—
John B. Paine Co., Ltd., Wpg. & Toronto.
Matchless Ammonia Powder—
Keenleyside Oil Co., London, Ont.

APPLE BARREL PADS
Thompson & Norris Co., Niagara Falls, Ont.

AUTOMOBILE POLISH
O-Cedar Polish—
Channell Chemical Co., Toronto.

ADHESIVES
Paste & Gum Co., Toronto.

BACON
Armour's Sliced Bacon—
Armour & Company, Hamilton.
Premium Bacon—
Swift Canadian Co., Toronto.
Star Brand Bacon—
F. W. Fearman Co., Hamilton.

BAKE BOARDS
Cane's Bake Boards—
Wm. Cane, Sons & Co., Newmarket, Ont.

BAKED MEATS
Armour & Company, Hamilton, Ont.

BAKING POWDERS
Bowes Baking Powder (bulk)—
The Bowes Co., Ltd., Toronto.
White Star Baking Powder—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Baking Powder—
Campbell Bros. & Wilson, Winnipeg.

BAKING SODA
White Star Baking Soda—
Macdonald-Chapman, Ltd., Winnipeg.
Cow Brand Baking Soda—
Church & Dwight, Montreal.

BARLEYS
Scotch Pearl Barley—
Quaker Oats Co., Peterborough, Ont.

BARRELLED PORK AND BEEF
Armour's Barrelled Pork and Beef—
Armour & Company, Hamilton, Ont.
Swift's Barrelled Pork and Beef—
Swift Canadian Company, Toronto.

BARREL COVERS
The E. B. Eddy Co., Hull, Canada.

BEEF CUTS
Armour & Company, Hamilton, Ont.

BEEFSTEAK AND ONIONS
Clark's Beefsteak and Onions—
W. Clark, Limited, Montreal.

BEANS—Lima and White
Morrow & Co., Toronto.

BISCUITS
Imported Biscuits—
Digestive Biscuits—
McVitie & Price of Canada, Limited, Montreal.
McCormick's Biscuits—
McCormick Biscuit Co., London, Ont.

BLEACHING POWDER
Windsor Brand Bleaching Powder—
Canadian Salt Co., Windsor, Ont.

BLUE
Ocean Blue—
Hargreaves (Canada) Ltd., Toronto.
Bull Dog Blue—
John B. Paine Co., Ltd., Wpg. & Toronto.

BLUEING, LIQUID
John B. Paine Co., Ltd., Wpg. & Toronto.

BOOK COVERS
The E. B. Eddy Co., Hull, Canada.

BONELESS CHICKEN
Clark's Boneless Chicken—
W. Clark, Limited, Montreal.

BORAX
White Star Borax—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Borax—
Campbell Bros. & Wilson, Winnipeg.

BOUILLON CUBES
Armour's Bouillon Cubes—
Armour & Company, Hamilton, Ont.

BOX STRAPPINGS
J. E. Beauchamp & Co., Montreal.

BREAD PLATES
Cane's Bread Plates—
Wm. Cane, Sons & Co., Newmarket, Ont.

BREAKFAST FOODS
Kellogg's Toasted Corn Flakes—
Battle Creek Toasted Corn Flakes Co., London.
Morrow's Rooled Wheat—
Morrow & Co., Toronto.
Pettijohn's Breakfast Food
Quaker Cracked Wheat
Quaker Farina
Quaker Oats
Quaker Puffed Rice
Quaker Toasted Corn Flakes
Tillson's Oats
Victor Rolled Wheat—
Quaker Oats Co., Peterborough, Ont.
Krumbles and Dominion Corn Flakes—
W. K. Kellogg Cereal Co., Toronto.
Shredded Wheat Biscuit
Shredded Wheat Triscuit—
Can. Shredded Wheat Co., Niagara Falls, Ont.
Ralston Wheat Food—
Chisholm Milling Co., Toronto.
Morrow's Red Star—
Morrow & Co., Toronto.

BROOMS
Keystone Brand Brooms
Nugget Brand Brooms
Jubilee Brooms
Metal Cased Brooms—
Stevens-Hepner Co., Port Elgin, Ont.
Primus Brand Corn Brooms—
L. Chaput Fils & Cie., Montreal.
Tiger Brand Brooms—
Walter Woods & Co., Hamilton, Ont.
Megantic Broom Co., Lake Megantic, Que.

BRUSHES
Keystone Brand Brushes—
Stevens-Hepner Co., Port Elgin, Ont.

BUCKWHEAT FLOUR
Morrow & Co., Toronto.

BUCKWHEAT GRITS
Morrow & Co., Toronto.

BUTTER
Armour's Butter—
Armour & Company, Hamilton, Ont.
Bowes Butter—
The Bowes Co., Limited, Toronto.
Brookfield Creamery Butter—
Swift Canadian Co., Toronto.
Blue Nose Table Butter—
Smith & Proctor, Halifax, N.S.

BUTTER MOULDS
Cane's Acme Butter Moulds—
Wm. Cane, Sons & Co., Newmarket, Ont.

CAKES IN PACKAGES
C. J. Bodley, Toronto.

CAKE ICINGS
White Swan Cake Icing—
White Swan Spices & Cereals, Limited, Toronto.

CANDY
Robert Gillespie & Co., Winnipeg.
Pascall's, London, Eng.

CANNED FISH
Brunswick Brand Clams
Brunswick Brand Finnan Haddies
Brunswick Brand Kippered Herring
Brunswick Brand Herring in Tomato Sauce
Brunswick Brand Oil Sardines—
Connors Brothers, Ltd., Black's Harbor, N.B.

CANNED LOBSTERS
Connors Bros., Black's Harbor, N.B.

CANNED FRUITS
Dominion Canners, Hamilton, Ont.
Primus Brand Canned Fruits—
L. Chaput Fils & Cie., Montreal.
Victoria Brand Canned Fruit—
Laporte, Martin, Limitee, Montreal.
E. D. Smith & Son, Ltd., Winona.

CANNED MEATS
Armour & Company, Hamilton, Ont.

CANNED SALMON
Primus Brand Canned Salmon—
L. Chaput Fils & Cie., Montreal.
Victoria Brand Canned Salmon—
Laporte, Martin, Limitee, Montreal.

CANNED VEGETABLES
E. D. Smith & Son, Ltd., Winona, Ont.
Primus Brand Canned Vegetables—
L. Chaput Fils & Cie., Ltd., Montreal.
Victoria Brand Canned Vegetables—
Laport, Martin, Limitee, Montreal.

CARTON FILLERS
Trent Mfg. Co., Ltd., Trenton, Ont.

CASE FILLERS
Trent Mfg. Co., Ltd., Trenton, Ont.

CASINGS
Armour & Company, Hamilton, Ont.
Swift Canadian Company, Toronto.

CAUSTIC SODA
Windsor Brand Caustic Soda—
Canadian Salt Co., Windsor, Ont.

CATSUPS
Canada Brand Catsup
Sterling Brand Catsup
Special Catsup—
T. A. Lytle Co., Toronto.
E. D. S. Catsup—
E. D. Smith & Son, Winona, Ont.
Clark's Tomato Ketchup—
W. Clark, Limited, Montreal.
Victoria Brand Ketchup—
Laporte, Martin, Limitee, Montreal.

CELLULAR CASES
Thompson & Norris Co., Niagara Falls, Ont.

CIGARS
Pathfinder—
Harper-Presnail Co., Hamilton, Ont.
Webster's Clear Havana Cigars
Webster's Clear Havana Imperials
Webster's Clear Havana Brevas
Webster's Clear Havana Puritanos
Webster's Clear Havana Espanolas
Webster's Clear Havana Panatellas
Webster's Clear Havana Victorias
Webster's Clear Havana Queens
Webster's Orlando Invincible
Webster's Orlando Londres
Webster's El Presidente Londres
Webster's El Presidente Esquistos
Webster's White Spots
Webster's Jose Ma Garcias
Webster's Dutch Mike—
W. R. Webster & Co., Sherbrooke, Que.
Lord Tennyson
Grand Master
Promoter
Perfection
Davis' Panetelas
Nobleman
La Plaza
Boite Nature, Coronas
Boite Nature, Invincibles
Mauricio—
S. Davis & Sons, Montreal.



With Summer, Just A Step Away

You are doubtless making up your list of specialties that are good sellers during the hot weather, be sure to include

CATELLI'S MACARONI

3 Brands--"Milk"--"Hirondelle"--"L'Etoile"

Catelli's knows no season. It brings a steady stream of profits to the dealer, all the year round.

People realize that they have, in Catelli's Macaroni, a delicious, wholesome and economical food.

Thirty Boxes to the Case. Ask your wholesaler.

HIRONDELLE

"All Catelli Brands are packed 30 cartons to the case."

The C. H. Catelli Co., Limited, Montreal

CHEESE
Armour & Company, Hamilton, Ont.
Swift's Brookfield Cheese—
Swift Canadian Company, Toronto.
CHICKEN SOUPS
Chateau Brand Chicken Soup
Chateau Brand Chicken Soup, Assorted—
W. Clark, Limited, Montreal.
CHOCOLATE
Baker's Caracas Sweet Chocolate
Baker's Premium No. 1 Chocolate
Walter Baker & Co., Montreal.
"Chocolatta"—
Nutrient Food Co,, Toronto.
CHOCOLATES
Moir's XXX Chocolates—
Moir's, Limited, Halifax, N.S.
CHOCOLATES, MILITARY
Robert Gillespie & Co., Winnipeg.
CIGARETTES
Player's Navy Cut Cigarettes
Richmond Straight Cut Cigarettes
Gold Crest Cigarettes
Mogul Cigarettes
Murad Cigarettes
Pall Mall Cigarettes—
Imperial Tobacco Co., Montreal.
CLEANSERS
Armour's Cleanser—
Armour & Company, Hamilton, Ont.
Babbitt's Cleanser—
B. T. Babbitt Co., New York, N.Y.
Maple Leaf Dirt Chaser—
B. & T. Mfg. Co., Sherbrooke.
Panshine Kitchen Magic Cleanser—
Lever Brothers, Limited, Toronto.
CHLORIDE OF LIME
John B. Paine Co., Ltd., Wpg. & Toronto.
CLOSET CLEANER
Sani-Flush Closet Cleaner—
Hygienic Products Co., Canton, Ohio.
CLOTHES PINS
Cane's First Quality Clothes Pins—
Wm. Cane, Sons & Co., Newmarket, Ont.
Megantic Broom Co., Lake Megantic, Que.
COCOAS
Baker's Breakfast Cocoa—
Walter Baker & Co., Montreal.
Borden's Condensed Cocoa
Borden's Cocoa, with milk and sugar—
Borden Milk Co., Montreal.
COFFEES
White Star Coffee—
Macdonald-Chapman, Ltd., Winnipeg.
Red Seal Coffee (and other brands)—
Chase & Sanborn, Montreal.
Thistle Brand
Boquet Brand—
Kearney Bros., Montreal.
Victoria Brand Coffee—
Laporte, Martin, Limitee, Montreal.
Royal Shield Coffee—
Campbell Bros. & Wilson, Winnipeg.
COFFEE, CONDENSED
Borden's Condensed Coffee
Borden's with milk and sugar—
Borden Milk Co., Montreal.
St. George Brand Coffee—
Malcolm Condensing Co., St. George, Ont.
COFFEE, REFINED
G. Washington's Refined Coffee—
G. Washington Sales Co., New York.
COUNTER CHECK BOOKS
J. F. & J. N. Sommerville, Toronto.
COUNTERS
Thos. Lewis Arnot, Souris, Man.
COCOANUT
White Star Unsweetened Cocoanut—
Macdonald-Chapman, Ltd., Winnipeg.
COCOANUT, BULK OR PACKAGES
E. B. Thompson, Toronto.
COLLAPSIBLE TUBES
Betts & Co., Ltd., London, Eng.
COMPOUND LARD
Armour & Co., Hamilton, Ont.
CONDENSED MILK
Canadian Milk Products Co., Toronto.
Banner Condensed Milk
Princess Condensed Milk—
Malcolm Condensing Co., St. George, Ont.
Borden's Condensed Milk—
Borden Milk Co., Montreal.
CONFECTIONERY
Robt. Gillespie & Co., Winnipeg.
Moirs Limited, Halifax, N.S.
Fascall's Limited, London, Eng.
McCormick Biscuit Co., London, Ont.
CONFECTIONERS' SUPPLIES
Borden Milk Co., Montreal.
COOKED MEATS
Armour & Company, Hamilton, Ont.
Swift Canadian Co., Toronto.
CORNED BEEF
Clark's Corned Beef
W. Clark, Limited, Montreal.
CORN MEAL
Morrow & Co., Toronto.
Buckeye Pure Gold Cornmeal
Quaker Best Yellow Cornmeal—
Quaker Oats Co., Peterborough, Ont.
CORN SYRUP
Edwardsburg—
Canada Starch Co., Montreal.
CORRUGATED BOTTLE WRAPPERS
Thompson & Norris Co., Niagara Falls.
CORRUGATED PAPER (Rolls)
Thompson & Norris Co., Niagara Falls.
CORRUGATED BOARD (Sheets)
Thompson & Norris Co., Niagara Falls.
CORRUGATED FLATS
Trent Mfg. Co., Ltd., Trenton.
COTTOLENE
Cottolene—
The N. K. Fairbanks Co., Montreal.
COTTONSEED OIL
Armour & Company, Hamilton, Ont.
CREAM OF TARTAR
White Star Cream of Tartar—
Macdonald-Chapman, Ltd., Winnipeg.
Royal Shield Cream of Tartar—
Campbell Bros. & Wilson, Winnipeg.
CRUSHED FRUIT
Armour & Company, Hamilton, Ont.
CUSPIDORS
The E. B. Eddy Co., Hull, Canada.
CUSHION FILLERS
Trent Mfg. Co., Ltd., Trenton.
CURRANTS
Victoria Brand Currants—
Laporte, Martin, Limitee, Montreal.
Royal Shield Cleaned Currants—
Campbell Bros. & Wilson, Winnipeg.
DISTILLED WATER
E. L. Drewry, Ltd., Winnipeg.
DISPLAY COUNTERS
Thos. Lewis Arnett, Souris, Man.
DISPLAY TABLES
Thos. Lewis Arnett, Souris, Man.
DOG FOODS
Spratt's Dog Cakes
Spratt's Puppy Biscuits—
Spratt's Patent Ltd., London, Eng.
DRESSED BEEF
Armour & Company, Hamilton, Ont.
DRESSED HOGS
Armour & Company, Hamilton, Ont.
Swift Canadian Company, Toronto.
DRY SALTED MEATS
Armour & Company, Hamilton, Ont.
DRY SAUSAGES
Armour & Company, Hamilton, Ont.
DUSTERS
O-Cedar Dusters—
Channell Chemical Co., Toronto.
DUSTING CLOTHS
O-Cedar Dusting Cloth—
Channell Chemical Co., Toronto.
DUSTING MOPS
O-Cedar Dusting Mop—
Channell Chemical Co., Toronto.
DYES
Bull Dog Home Dyes—
John B. Paine Co., Ltd., Wpg. & Toronto.
EGGS
Armour & Company, Hamilton, Ont.
Bowes Eggs—
The Bowes Co., Ltd., Toronto.
Swift's Brookfield Eggs—
Swift Canadian Co., Toronto.
EGG CRATES
Cane's Egg Crates—
Wm. Cane, Sons & Co., Newmarket, Ont.
EPSOM SALTS
Royal Shield Epsom Salts—
Campbell Bros. & Wilson, Winnipeg.
ESSENTIAL OILS
E. B. Thompson, Toronto.
EVAPORATED MILK
Armour & Company, Hamilton, Ont.
Borden's Evaporated Milk—
Borden Milk Co., Montreal.
St. George Evaporated Milk—
Malcolm Condensing Co., St. George, Ont.
EXTRACTS
Bowes Extracts (bulk)—
The Bowes Co., Ltd., Toronto.
Royal Extracts—
Horton-Cato Co., Windsor, Ont.
Shirriff's Flavoring Extracts—
Imperial Extract Co., Toronto.
Sterling Brand Flavoring Extracts—
T. A. Lytle Co., Toronto.
Drewry's Extracts—
E. L. Drewry, Ltd., Winnipeg.
White Star Extracts—
Macdonald-Chapman, Ltd., Winnipeg.
Victoria Brand Extracts—
Laporte, Martin, Limitee, Montreal.
British Extract
Royal Shield Extracts—
Campbell Bros. & Wilson, Winnipeg.
Sherer-Gillett Co., Guelph, Ont.
E. B. Thompson, Toronto.
FANCY MEATS
Swift's Fancy Meats—
Swift Canadian Company, Toronto.
FEED
Banner Feed
Schumacher's Stock Feed
Victor Feed—
Quaker Oats Co., Peterborough, Ont.
Stock Feed—
James Wilson & Sons, Fergus, Ont.
FISH
J. Bowman & Co., Toronto.
White & Co., Toronto.
FLOOR POLISH
O-Cedar Polish—
Channell Chemical Co., Toronto.
FLOOR WAX
Linoleo Floor Wax—
Hargreaves (Canada) Limited, Toronto.
FLOUR
Purity Flour—
Western Canada Flour Mills Co., Ltd., Head Office, Toronto.
Purina Whole Wheat Flour—
Chisholm Milling Co., Toronto.
McLeod's Special Flour
Our Chief Flour—
McLeod Milling Co., Stratford, Ont.
Morrow's Graham Flour—
Morrow & Co., Toronto.
Quaker Graham Flour
Quaker Manitoba Patent Flour—
Quaker Oats Co., Peterborough, Ont.
Victor Choice Blend Flour
FLOUR SACKS
Eddy's Flour Sacks—
The E. B. Eddy Co., Hull, Canada.
FLUID BEEF CORDIAL
Clark's Fluid Beef Cordial—
W. Clark, Limited, Montreal.
FOLDING FREIGHT BOXES (Corrugated)
Thompson & Norris Co., Niagara Falls, Ont.
FRESH PORK
Armour & Company, Hamilton, Ont.
FRUITS (Fresh)
White & Co., Toronto.
Hugh Walker & Son, Guelph.
FRUIT CORDIALS
E. L. Drewry, Ltd., Winnipeg.
Lime Fruit Cordial—
T. A. Lytle Co., Ltd., Toronto.
FRUIT CIDERS
E. L. Drewry, Ltd., Winnipeg.
FRUIT WINE
E. L. Drewry, Ltd., Winnipeg.
FURNITURE POLISH
O-Cedar Polish—
Channell Chemical Co., Toronto.
GELATINE
F. S. Jarvis & Co., Toronto.
Royal Shield Gelatine—
B. Cannon & Co., Toronto.
Campbell Bros. & Wilson, Winnipeg.
GRAPE JUICE
Barnes Grape Juice—
Ontario Grape Growing & Wine Mfg. Co., St. Catharines.
Armour's Grape Juice—
Armour & Company, Hamilton, Ont.
E. L. Drewry, Ltd., Winnipeg.
E. D. S. Grape Juice—
E. D. Smith & Son, Winona, Ont.
Marsh Grape Juice Co., Niagara Falls.

Wagstaffe's Grape Juice—
Wagstaffe Limited, Hamilton, Ont.
Welch Grape Juice—
The Welch Co., St. Catharines, Ont.

GREASES
Armour & Company, Hamilton, Ont.

GROCERY BAGS
The E. B. Eddy Co., Hull, Que.
Specialty Bag Co., Toronto.

GUM
O-Pee-Chee Gum Co., London.
A.B.C. Gum—
Canadian Chicle Co., Peterborough.

GUMMED WRAPPING TAPE
Geo. Adam & Co., Winnipeg.

GINGER ALE
Chas. Gurd & Co., Montreal.

GINGER BEER
E. L. Drewry, Ltd., Winnipeg.

HAMS
Armour & Co., Hamilton.
Premium Hams—
Swift Canadian Company, Toronto.
Star Brand Hams—
F. W. Fearman Co., Hamilton, Ont.

HERBS
Royal Shield Herbs—
Campbell Bros. & Wilson, Winnipeg.
White Star Herbs—
Macdonald-Chapman, Ltd., Winnipeg.

HERRINGS
Connors Bros., Ltd., Black's Harbor, N.B.

HOMINY
Morrow & Co., Toronto.
Chisholm Milling Co., Toronto.
Quaker Granulated Hominy
Quaker Pearl Hominy—
Quaker Oats Co., Peterborough, Ont.

HONEY
White Star Honey—
Macdonald-Chapman, Ltd., Winnipeg.
Bowes Pure Honey—
The Bowes Co., Limited, Toronto.

HORSE RADISH
Lytle's Horse Radish—
T. A. Lytle Co., Toronto.

ICE CREAM POWDER
Bowes Ice Cream Powder—
The Bowes Co., Ltd., Toronto.

ICING
Royal Shield Icing—
Campbell Bros. & Wilson, Winnipeg.

ICING SUGAR
White Star Icing Sugar—
Macdonald-Chapman, Ltd., Winnipeg.

INFANTS' FOOD
Borden's Eagle Brand Condensed Milk—
Borden Milk Co., Montreal.

INSECT POWDER
Keating's Insect Powder—
Thomas Keating, London, Eng.

JAMS
Aylmer Pure Jam
Lynn Valley Compound Jam
Red Seal Pure Fruit Jam—
Dominion Canners, Ltd. ,Hamilton, Ont.
E. D. S. Pure Jam—
E. D. Smith & Son, Winona.
Furnivall's Jam—
Furnivall-New, Limited, Hamilton.
Lytle's Pure Jam—
T. A. Lytle Co., Ltd., Toronto.
Wagstaffe's Pure Jam—
Wagstaffe Limited, Hamilton, Ont.
J. H. Wethey, Ltd., St. Catharines, Ont.

JELLIES
Aylmer Pure Jelly
Lynn Valley Compound Jelly—
Dominion Canners, Ltd., Hamilton, Ont.
E. D. S. Pure Jelly—
E. D. Smith & Son, Winona, Ont.
Furnivall's Jelly—
Furnivall-New, Ltd., Hamilton, Ont.
Lytle's Pure Jelly—
T. A. Lytle Co., Toronto.
Wagstaffe's Pure Jelly—
Wagstaffes, Limited, Hamilton, Ont.

JELLY POWDERS
Shirriff Jelly Powder—
Imperial Extract Co., Toronto.
Pure Gold Mfg. Co., Toronto.
Royal Shield Jelly Powder—
Campbell Bros. & Wilson, Winnipeg.
White Star Jelly Powder—
Macdonald-Chapman, Ltd., Winnipeg.

KIPPERS
Niobe Brand Kippers—
D. Hatton Co., Montreal.

KNIFE POLISH
Oakey's Wellington Knife Polish—
John Oakey & Sons, Ltd., London, Eng.

KRAFT BAGS
The E. B. Eddy Co., Hull, Que.

LAMB
Armour & Company, Hamilton, Ont.

LARD
Armour's Veribest Leaf Lard
Armour's Helmet Leaf Lard
Armour's Pure Lard—
Armour & Company, Hamilton, Ont.
Silverleaf Brand Pure Lard—
Swift Canadian Co., Toronto.
Star Brand Lard—
F. W. Fearman Co., Hamilton, Ont.

LARD COMPOUND
Boar's Head Brand Lard Compound—
The N. K. Fairbanks Co., Ltd., Montreal
John B. Paine Co., Ltd., Toronto.

LAUNDRY SODA
Swift's Laundry Soda—
Swift Canadian Company, Toronto.

LEAD PENCILS
Wm. Cane & Sons Co., Newmarket, Ont.

LEMON BEER
E. L. Drewry, Ltd., Winnipeg.

LEMONADE
Bowes Lemonade—
The Bowes Co., Ltd., Toronto.
E. L. Drewry, Ltd., Winnipeg.
Lytle's Lemonade—
T. A. Lytle Co., Toronto.

LICORICE
National Licorice Co., Montreal.

LIME JUICE
E. L. Drewry, Ltd., Winnipeg.
Lytle's Lime Fruit Juice—
T. A. Lytle Co., Toronto.
White Star Lime Juice—
Macdonald-Chapman, Ltd., Winnipeg.

LINSEED MEAL
Morrow & Co., Toronto.

LOBSTERS
Primus Brand Lobsters—
L. Chaput Fils & Cie., Montreal.

LUNCH BEEF
Clark's Ready Lunch Beef—
W. Clark, Limited, Montreal.

LUNCH TONGUE
Clark's Lunch Tongue—
W. Clark, Limited, Montreal.

LYE
Comfort Soap Co., Toronto.
Babbitt's Pure Lye—
B. T. Babbitt Co., New York.

MACARONI
Catelli's Milk Macaroni
Catelli's Spinelli Brand Macaroni
Catelli's L'Etoile Brand Macaroni—
The C. H. Catelli Co., Ltd., Montreal.
Excelsior Macaroni—
Excelsior Macaroni Products Co., Wpg.

MAILING ENVELOPES
Thompson & Norris Co., Niagara Falls, Ont.

MALTED MILK
Borden's Malted Milk
Borden Milk Co., Montreal.

MALTUM
E. L. Drewry, Ltd., Winnipeg.

MAPLE SUGAR
Armour & Company, Hamilton, Ont.
Canada Maple Exchange, Montreal.
Maple Tree Producers Assoc., Montreal.
Smalls Limited, Montreal.

MAPLE SYRUP
Bowes Pure Maple Syrup—
The Bowes Co., Ltd., Toronto.
Canada Maple Exchange, Montreal.
Maple Tree Producers Assoc., Montreal.
Smalls Limited, Montreal.

MARASCHINO CHERRIES
Shirriff Maraschino Cherries—
Imperial Extract Co., Toronto.

MARMALADE
Aylmer Pure Orange Marmalade
Dominion Canners, Ltd., Hamilton, Ont.
E. D. S. Marmalade—
E. D. Smith & Son, Winona, Ont.
Furnivall's Marmalade—
Furnivall-New, Limited, Hamilton, Ont.
Lytle's Pure Orange Marmalade—
T. A. Lytle Co., Toronto.
Shirriff's Orange Marmalade—
Imperial Extract Co., Toronto.
Wethey's Orange Marmalade—
J. H. Wethey, Limited, St. Catharines, Ont.

MATCHES
Eddy's Matches (all kinds)—
The E. B. Eddy Co., Limited, Hull, Que.

MEAT SKEWERS
The Wm. Cane & Sons Co., Newmarket, Ont.

METAL CAPS
Anchor Caps, for bottles.
Anchor Caps, for tins—
Anchor Cap & Closure Corp., Toronto.

METAL BOTTLE CAPSULES
Betts & Company, Limited, London, Eng.

MEAT MEAL
Armour's Meat Meal—
Armour and Company, Hamilton, Ont.

METAL POLISH
Gleba Polish—
Gleba Polish Co., Oshawa, Ont.
Bull Dog Metal Polish—
John B. Paine Co., Ltd., Toronto.
Glosso Metal Polish—
Hargreaves (Canada) Limited, Toronto.
Pyn-ka Polishing Tablets—
Hargreaves (Canada) Limited, Toronto.

MILK, POWDERED
Canadian Milk Products Co., Toronto.

MILK PRODUCTS
Borden Milk Products—
Borden Milk Co., Montreal.
Canadian Milk Products Co., Toronto.

MINTEES, WINTEES, CINTEES (Confections)
O-Pee-Chee Gum Co., London, Ont.

MINCE MEAT
Bowes Mince Meat—
The Bowes Co., Limited, Toronto.
Clark's Mince Meat (in glass)
Clark's Mince Meat (in pails)—
W. Clark, Limited, Montreal.
Canada Brand Mince Meat
Sterling Brand Mince Meat—
T. A. Lytle Co., Toronto.
Wagstaffe's Fine Old English Mince Meat—
Wagstaffe Limited, Hamilton, Ont.
Wethey's Mince Meat—
J. H. Wethey, Limited, St. Catharines,
White Star Mince Meat—
Macdonald-Chapman, Ltd., Winnipeg.

MINERAL WATERS
Chas. Gurd & Co., Montreal.

MINT SAUCE
Lytle's Mint Sauce—
T. A. Lytle Co., Toronto.
Royal Mint Sauce—
Horton-Cato Co., Windsor, Ont.

MOLASSES
Da Costa & Co., Barbados.
West India Co., Ltd., Montreal.
Leacock & Co., Barbados, B.W.I.

MOPS
Cane's Mops—
The Wm. Cane Sons & Co., Newmarket, Ont.

MURESCO
Benjamin Moore & Co., Toronto.

MUSTARD
T. A. Lytle Co., Toronto.
Ltyle's Prepared Mustard—
White Star Mustard—
Macdonaid-Chapman, Ltd., Winnipeg.
Royal Shield Mustard—
Campbell Bros. & Wilson, Winnipeg.

MUTTON
Armour and Company, Hamilton, Ont.

OATCAKES
McVitie & Price of Canada, Ltd., Montreal.

OATMEAL
Chisholm Milling Co., Toronto.

OILS
Armour and Company, Hamilton, Ont.

OLIVES
White Star Olives—
Macdonald-Chapman, Ltd., Winnipeg.

ONIONS PICKLED
Sterling Brand Onions
Sterling Brand Sweet Onions—
T. A. Lytle Co., Toronto.

ORANGEADE
Bowes Orangeade
The Bowes Co., Ltd., Toronto.
Sterling Brand Orangeade—
T. A. Lytle Co., Toronto.

OYSTERS
Coast Sealed Oysters
Sealshipt Oysters
Connecticut Oyster Co., Toronto.
OYSTER CONTAINERS, ETC.
Connecticut Oyster Co., Toronto.
PAILS
Cane's Wooden Pails
The Wm. Cane Sons & Co., Newmarket, Ont.
Eddy's Fibreware Pails—
The E. B. Eddy Co., Limited, Hull, Que.
PAINTS AND VARNISHES
Hundred Per Cent. Pure Paint
Senour's Floor Paint
Neutone Flat Wall Finish
Wood-Lac Stain
Varnishes
Concre-tone
Red School House Paint
Spic and Span Finishes—
Martin-Senour Co., Ltd., Montreal.
Benjamin Moore & Co., Toronto.
PAPER
Paper of all kinds—
The E. B. Eddy Co., Limited, Hull, Que.
PAPER BAGS
Eddy's Paper Bags (for all uses)—
The E. B. Eddy Co., Limited, Hull, Que.
Specialty Bag Co., Toronto.
PARCEL POST BOXES
Thompson & Norris Co., Niagara Falls.
PATE
Clark's Ham and Veal Pate—
W. Clark, Limited, Montreal.
PEANUT BUTTER
Bowes Peanut Butter
The Bowes Co., Ltd., Toronto.
Clark's Peanut Butter—
W. Clark, Limited, Toronto.
Victoria Brand Peanut Butter—
Laporte, Martin, Limitee, Montreal.
PEAS
Package or bulk—
Morrow & Co., Toronto.
PEPPER
Royal Shield Pepper—
Campbell Bros. & Wilson, Winnipeg.
PERFECTION CORN
John B. Paine Co., Ltd., Toronto.
PICKLES
E. L. Drewry, Limited, Winnipeg.
Canada Brand Pickles
Crown Brand Pickles
Keystone Brand Pickles
Monarch Brand Pickles
Lytle's Bulk Pickles
Lytle's Sweet Mustard Pickles
Sterling Brand Pickles
Sterling Brand Sweet Gherkins
Sterling Brand Sweet Midgets
Sterling Brand O-Eat-A Pickles
T. A. Lytle Co., Toronto.
Queen Quality Pickles—
Taylor & Pringle, Owen Sound, Ont.
White Star Pickles—
Macdonald-Chapman, Ltd., Winnipeg.
PICKLED MEATS
Armour's Sweet Pickled Meats—
Armour's Vinegar Pickled Meats—
Armour and Company, Hamilton, Ont.
PIGS FEET
Clark's Boneless Pig's Feet—
W. Clark, Limited, Montreal.
PLATE GLASS MIRRORS
Thos. Lewis Arnett, Souris, Man.
PLUM PUDDING
Clark's English Plum Pudding—
W. Clark, Limited, Montreal.
English Plum Pudding—
Tuxford & Nephews, Melton Mowbray, E.
POLISH MOPS
O'Cedar Polish Mop—
Channel Chemical Co., Toronto.
POPPING CORN
Krackley-Nut Pop Corn—
O-Pee-Chee Gum Co., London, Ont.
PORK AND BEANS
Clark's Pork and Beans—
W. Clark, Limited, Montreal.
The Heinz Co., Leamington, Ont.
Simcoe Pork and Beans—
Dominion Canners, Ltd., Hamilton, Ont.
PORK CUTS
Swift's Pork Cuts—
Swift Canadian Company, Toronto.
POULTRY
Armour & Co., Hamilton.
C. A. Mann & Co., London, Ont.
Swift's Fresh Poultry—
Swift Canadian Company, Toronto.
PRESERVES
E.D.S. Preserves
E. D. Smith & Son, Winona, Ont.
RAISINS
Royal Shield Sultana Raisins—
Campbell Bros. & Wilson, Winnipeg.
RASPBERRY VINEGAR
E. L. Drewry, Ltd., Winnipeg.
E. D. S. Raspberry Vinegar—
E. D. Smith & Son, Winona, Ont.
Lytle's Raspberry Vinegar—
T. A. Lytle Co., Toronto.
REFRIGERATORS
Thos Lewis Arnett, Souris, Man.
REFRIGERATOR COUNTERS
Thos Lewis Arnett, Souris, Man.
RELISHES
Sterling Brand Club Relish
Sterling Brand Sweet Mustard Relish—
T. A. Lytle Co., Toronto.
RICE
Mikado Brand Rice—
Imperial Rice Mill. Co., Vancouver, B.C.
Mount Royal Mill. & Mfg. Co., Montreal.
RICE PRODUCTS
Mount Royal Mill. & Mfg. Co., Montreal.
ROLLED OATS
Red Star Rolled Oats—
Morrow & Co., Toronto.
Chisholm Milling Co., Toronto.
Buckeye Rilled Ooats
Monarch Rolled Oats
Victor Rolled Oats
Tillson's Oats
Quaker Oats—
Quaker Oats Co., Peterborough, Ont.
PURITY OATS
Western Canada Flour Mills Co., Ltd.,
Head Office, Toronto.
SALAD DRESSING
Royal Salad Dressing
Royal Mayonnaise—
Horton-Cato Co., Windsor, Ont.
White Star Salad Dressing—
Macdonald-Chapman, Ltd., Winnipeg.
Sterling Salad Dressing—
T. A. Lytle Co., Toronto.
SALMON (Canned Salmon)
Armour and Co., Hamilton, Ont.
Royal Shield Salmon—
Campbell Bros. & Wilson, Winnipeg.
SALT
Purity Kitchen Salt
Purity Table Salt—
Western Salt Co., Courtright, Ont.
Sifto Table Salt
Century Table Salt—
Dominion Salt Co., Sarnia, Ont.
Regal Table Salt
Windsor Cheese Salt
Windsor Dairy Salt
Windsor Table Salt—
Canadian Salt Co., Windsor, Ont.
SAUCES (Chili)
Queen Quality Chili Sauce—
Taylor & Pringle, Owen Sound, Ont.
Sterling Brand Chili Sauce—
T. A. Lytle Co., Toronto.
SAUCES (Thick)
E-P Epicurean Souse—
Canada Sauce & Vinegar Co., Toronto.
SAUCES, TOBASCO
Royal Tobasco Sauce—
Horton-Cato Co., Windsor, Ont.
SAUCES (Worcestershire)
Bowes Worcestershire Sauce
The Bowes Co., Ltd., Toronto.
H. G. Worcestershire Sauce—
Canada Sauce & Vinegar Co., Toronto.
Lytle's Worcestershire Sauce—
T. A. Lytle Co., Toronto.
SANDWICH DAINTIES
Armour and Co., Hamilton, Ont.
Brunswick Brand—
Connors Bros., Black's Harbor, N.B.
SARDINES
Armour & Co., Hamilton, Ont.
SAUER KRAUT
Lytle's Sauer Kraut—
T. A. Lytle Co., Toronto.
Taylor & Pringle, Owen Sound, Ont.
SAUSAGES
Armour & Co., Hamilton, Ont.
Brookfield Brand Pork Sausages—
Sunday Breakfast Pork Sausages—
Swift Canadian Co., Toronto.
Clark's Geneva Sausage
Clark's Cambridge Sausage
W. Clark, Limited, Montreal.
Star Brand Pork Sausage—
F. W. Fearman Co., Hamilton, Ont.
SCOURING POWDER
Polly Prim Cleaner—
N. K. Fairbanks Co., Ltd., Montreal.
SHOW CASES
Thos. Lewis Arnett, Souris, Man.
SHOE POLISH
Nugget Shoe Polish
Nugget Polish Co., Toronto.
2 in 1 Shoe Polish
F. F. Dalley Co., Hamilton, Ont.
Bull Dog Shoe Polish—
John B. Paine Co., Ltd., Wpg. and Toronto
Whittemore Bros. Corp., Boston, Mass.
Regent Shoe Polish—
Chas. Tilley & Son, Toronto.
SHORTBREAD
McVitie & Price of Canada, Ltd., Montreal
SHORTENING
Veribest Shortening—
Armour & Co., Hamilton, Ont.
Cotosuet Shortening
Jewel Compound Shortening
Swift Canadian Co., Toronto.
Domestic Shortening
Harris Abattoir Co., Toronto.
SMOKED MEATS
Armour & Co., Hamilton, Ont.
SNOW SHOVELS
J. E. Beauchamp & Co., Montreal.
SODA
Cow Brand
Church & Dwight, Montreal.
Royal Shield Soda—
Campbell Bros. & Wilson, Winnipeg.
SODA WATER
Chas. Gurd & Co., Montreal.
SODA FOUNTAIN SUPPLIES
Armour & Co., Hamilton, Ont.
SPAGHETTI
Catelli's L'Etoile Brand Spaghetti
Catelli's Spinelli Brand Spaghetti
The C. H. Catelli Co., Ltd., Montreal.
Exclesior Cream Spaghetti—
Excelsior Macaroni Products Co., Wpg.
SILENT SALESMEN
Thos. Lewis Arnett, Souris, Man.
SILENT SALESMEN CIGAR CASES
Thos. Lewis Arnett, Souris, Man.
SOAPS
Armour's Toilet Soaps—
Armour & Co., Hamilton, Ont.
Fairy Soap
Copco Soap
Glycerine-Tar Soap
Pumno Soap
Sunny Monday Soap
Santa Claus Soap—
The N. K. Fairbanks Co., Ltd., Montreal.
Wonderful Soap
Royal Citv Bar Soap
Peerless Bar Soap
Standard Cake Soap—
Guelph Soap Co., Guelph, Ont.
Cold Cream Toilet Soap
Matchless Bar Soap—
Keenleyside Oil Co., London, Ont.
Sunlight Soap
Lifebuoy Health Soap
Lux
Lever Bros., Ltd., Toronto.
Bull Dog Shampoo Soap
Linseed Oil Soap
French Castile Soap
Carbolic Soft Soap
Benzine Soap
John B. Paine Co., Ltd., Wpg., Toronto.
Comfort Soap—
Comfort Soap Co., Toronto.
Surprise Soap
St. Croix Soap Mfg. Co., St. Croix, N.B.
Sulphur Cream Glycerine Soap
Skin Food Glycerine Soap
Violet Glycerine Soap
Twin-Bar Glycerine Soap
Chateau Rose Glycerine Soap
Chateau Violet Glycerine Soap

White Cross Rose Glycerine Soap
White Cross Violet Glycerine Soap
White Cross Castile Soap
Le Chateau Castile Soap
Twin-Bar Castile Soap
Richards Pure Laundry Soap
Richards Quick Naphtha Laundry Soap
Richards Pure Tar Soap
Pure Castile Soap
Rose Castile Soap—
Richards Pure Soap Co., Woodstock, Ont
Swift's White Laundry Soap
Swift's Toilet Soap—
Swift Canadian Co., Toronto.

SOAPS, LIQUID
Matchless Liquid Soap
Shamrock Liquid Soap—
Keenleyside Oil Co., London, Ont.
White Cross Liquid Soap
White Cross Liquid Shampoo—
Richards Pure Soap Co., Woodstock, Ont.

SOAP CHIPS
Crystal Soap Chips—
Guelph Soap Co., Guelph, Ont.
Matchless Soap Chips(in barrels and bags)
Keenleyside Oil Co., London, Ont.
Richard's Snow Flake Soap Chips—
Richards Pure Soap Co., Woodstock, Ont.

SOAPS, SOFT
John B. Paine Co., Ltd., Toronto.

SOAP POWDERS
Babbitt's "1776" Soap Powder—
B. T. Babbitt Co., New York, N.Y.
Welcome Borax Soap Powder—
Lever Bros., Ltd., Toronto.
Lively Polly Soap Powder—
J. Hargreaves & Sons, Liverpool, Eng.

SOFT DRINKS
E. L. Drewry, Limited, Winnipeg.

SODA FOUNTAIN SUPPLIES
Bowes Fountain Fruits
Bowes Fountain Syrups—
The Bowes Co., Toronto.
E. D. S. Crushed Fruits
E. D. S. Fountain Syrups—
E. D. Smith & Son, Winona, Ont.
Lytle's Fountain Syrups—
T. A. Lytle Co., Toronto.
Shirriff's Fountain Fruits
Shirriff's Fountain Syrups—
Imperial Extract Co., Toronto.

SOUP MACARONI
Excelsior Soup Stars
Excelsior Playing Cards
Excelsior Alphabets—
Excelsior Macaroni Products Co., Wpg.

SPICES
Royal Shield Spices—
Campbell Bros. & Wilson, Winnipeg.
Victoria Brand Spices—
Laporte, Martin, Limitee, Montreal.
White Star Spices—
Macdonald-Chapman, Ltd., Winnipeg.

SPICE MILLS
Woodruff & Edwards, Elgin, Ill.

SPIRIT VINEGAR
Primus Brand Spirit Vinegar—
L. Chaput, Fils & Cie, Montreal.
White Star Spirit Vinegar—
Macdonald-Chapman, Ltd., Winnipeg.

SPLIT PEAS
Morrow & Co., Toronto.

STOVE POLISH
Black Knight Stove Polish
F. F. Dalley Co., Hamilton, Ont.
Gipsy Stove Polish—
Hargreaves (Canada), Limited, Toronto.

STANDARD REMEDIES
Chamberlain Medicine Co., Toronto.
Mathieu's Cough Syrup
Mathieu's Nervine Powder—
J. L. Mathieu Co., Sherbrooke, Que.
Williamson's Lightning Healing Powder
Williamson Mfg. Co., Guelph, Ont.

STARCH, CORN
Benson's Corn Starch
Brantford Corn Starch
Canada Corn Starch
Challaugh Corn Starch—
The Canada Starch Co., Montreal.

STARCH, LAUNDRY
Silver Gloss Starch
Lily White Starch
Benson's Enamel Starch
Benson's Canada Laundry Starch—
The Canada Starch Co., Montreal.

SUGAR
Royal Acadia Sugar—
Acadia Sugar Refining Co., Halifax, N.S.
B.S. Sugar Refining Co., Vancouver, B.C.
Dominion Crystal Granulated Sugar
Dominion Crystal Powdered Sugar
Dominion Crystal Icing Sugar
Dominion Crystal Loaf Sugar—
Dominion Sugar Co., Wallaceburg, Ont.
Lantic Sugar—
Atlantic Sugar Refining Co., Montreal.
St. Lawrence Diamond Sugars—
St. Lawrence Refineries Ltd., Montreal.

SUGAR, RAW
West India Co., Ltd., Montreal.

SULPHUR
Royal Shield Sulphur—
Campbell Bros. & Wilson, Winnipeg.

SYRUPS (Cane)
B.C. Sugar Refining Co., Vancouver, B.C.
St. Lawrence Refineries Ltd., Montreal.

SYRUP FRUITS
Aylmer Syrup Fruits—
Dominion Canners, Ltd., Hamilton, Ont.
E. L. Drewry, Ltd., Winnipeg.

TALLOW
Armour & Co., Hamilton, Ont.

TASSCO
John B. Paine Co., Ltd., Toronto.

TALCUM POWDER
G. Mennen Chemical Co., Montreal.

TEA
Japan Tea—
Shiznoka Ken Tea Guild, Montreal.
Primus Brand Tea—
L. Chaput, Fils & Cie, Montreal.
Red Rose Sea—
T. H. Estabrooks Co., Toronto.
Royal Shield Tea
Campbell Bros. & Wilson, Winnipeg.
Victoria Brand Tea—
Laporte, Martin, Limitee, Montreal.
Thistle Brand Tea
Boquet Brand Tea—
Kearney Bros., Montreal.

TEA LEAD
Betts & Co., Ltd., London, Eng.

TEMPERANCE BEER
E. L. Drewry, Ltd., Winnipeg.

TISSUE PAPER
The E. B. Eddy Co., Hull, Canada.

TIPPING BINS
Thos. Lewis Arnett, Souris, Man.

TOBACCO, CHEWING, PLUG
King George's Navy Chewing Plug Tobacco
Bat Chewing Plug Tobacco
Baby Bat Chewing Plug Tobacco
Royal Crown Chewing Plug Tobacco
Long Tom Chewing Plug Tobacco
Maple Sugar Chewing Plug Tobacco—
Rock City Tobacoc Co., Quebec, Que.
Stag Plug Chewing Plug Tobacoc
Black Watch Plug Chewing Tobacco—
Imperial Tobacco Co., Montreal.

TOBACCO, CUT SMOKING
Master Mason Cut Smoking Tobacco
My Pal Cut Smoking Tobacco
Ottoman Cut Smoking Tobacco
Rose Quesnel Cut Smoking Tobacco
Long Tom Cut Smoking Tobacco
Bon Bourgeois Cut Smoking Tobacco
Petit Rouge Cut Smoking Tobacco—
Rock City Tobacco Co., Quebec, Que.

TOBACCO, SMOKING, PLUG
Master Mason Smoking Plug Tobacco
American Navy Smoking Plug Tobacco
M. F. Smoking Plug Tobacco
Polo Smoking Plug Tobacco
Virginia Smoking Plug Tobacco
Clay Pipe Smoking Plug Tobacco
B. B. Smoking Plug Tobacco—
Rock City Tobacco Co., Quebec, Que.
Shamrock Plug Smoking Tobacco
Old Virginia Plug Smoking Tobacco
Forest & Stream Cut Smoking Tobacco
Great West Cut Smoking Tobacco
Old Chum Cut Smoking Tobacco
Meerschaum Cut Smoking Tobacco
Repeater Cut Smoking Tobacco
Rex Cut Smoking Tobacco
Buil Durham Granulated Smoking Tobacco
Capstan Navy Cut Smoking Tobacco
Three Castles Cut Smoking Tobacco
Player's Navy Cut Smoking Tobacco—
Imperial Tobacco Co., Montreal.

TOILET PAPER
Eddy's Toilet Paper—
The E. B. Eddy Co., Hull, Canada.

TOMATO CHUTNEY
Queen Quality Tomato Chutney—
Taylor & Pringle, Owen Sound, Ont.

TUBS
Cane's Wooden Wash Tubs—
Wm. Cane & Sons Co., Newmarket, Ont.
Eddy's Fibreware Tubs—
The E. B. Eddy Co., Hull, Canada.

VELVET WHEAT
John B. Paine & Co., Ltd., Wpg., Toronto.

VEAL
Armour & Co., Hamilton, Ont.

VERMICELLI
Catelli's Vermicelli—
The C. H. Catelli Co., Ltd., Montreal.
Vermicelli Excelsior Cream—
Excelsior Macaroni Products Co., Wpg.

WASHING POWDER
Gold Dust Washing Powder—
The N. K. Fairbanks Co., Ltd., Montreal.

WASHBOARDS
Cane's Original Solid Globe Washboard
Cane's Crown Washboard
Cane's Diamond King Washboard
Cane's Improved Globe Washboard
Cane's Neptune Washboard
Cane's Western King Washboard
Cane's All-Canadian Washboard—
Wm. Cane & Sons Co., Newmarket, Ont.
Eddy's Fibreware Washboards
Eddy's Zinc Washboards—
The E. B. Eddy Co., Hull, Canada.

WHITE BEANS
Morrow & Co., Toronto.

WINES, FRUIT
E. L. Drewry, Ltd., Winnipeg.

WINES, NON-ALCOHOLIC
Red Seal Non-Alcoholic Wine—
Imperial Extract Co., Toronto.

WORCESTERSHIRE SAUCE
Canada Sauce & Vinegar Co., Toronto.
E. B. Thompson, Toronto.

WOOD BOARDS
Eddy's Box, Ticket and other Woodboards
The E. B. Eddy Co., Hull, Canada.

WRAPPING PAPER
The E. B. Eddy Co., Hull, Canada.

YEAST CAKES
White Star Yeast Cakes—
Macdonald-Chapman, Ltd., Winnipeg.



"Gurd's" Dry Ginger Ale is "the Specialist's Delight"

Light—snappy—tasteful—of most delicate aromatic suggestion. A maximum of selectness at a minimum of cost. Those who drink it regularly—praise it unceasingly. Stock up with "GURD'S" DRINKS—early and completely. Write for 1917 Price List.

CHARLES GURD & CO., Limited, 76 Bleury St., Montreal

INDEX TO EDITORIAL CONTENTS

Spring and Summer Sales Number, April, 1917

The Bulk Argument in Fruit Sales 73-74
The Something Different That Makes for Sales 75
Winners of the Fruit Window Contest 75
Two Branch Stores Successfully Conducted on Boats 76-77
Summer Residence Grocery Trade 78-79
Push the Small Garden Scheme 79-80
Summer Delicacies for the Trenches 80
Protecting Food Products in Summer 81
EDITORIAL—Briefs—The Spring Number—What About Your Printing?—Spring Housecleaning for the Store—Catering to the Customer 82-83
The Picnic Basket Idea 84
A Page of Advertising Suggestions 85
Rice a Summer Food 86-87
The Epitome of Store Equipment 88-89-90
Summer and the Cigar Trade 91-92
Prohibition and the Sales of Light Beverages 92-93
Featuring the Provision End 94
A Store With Some Summer Suggestions 95-96
Margin and Turnover, Henry Johnson, Jr. 97-98
Housecleaning Material for the Summer Home 98
The Romance of Trade 99-100-101-102
Remedies the Backbone of Business 103-104-105-106
Grocery and Hardware Business Hand-in-Hand 107-108
Display Space Made to Pay Dividends 109-110
Fire Damages Canning Plant 110
Figuring Cost of Doing Business 111-112-113
Something New for the Cardwriter 114-115-116
Methods of Preserving Eggs Without Cold Storage 117
Handling Eggs in Summer Time 117
Current News 118-119-120-121-122
Weekly Grocery Market Reports 123-129
Flour and Cereal 130-131
Weekly Market Reports by Wire 132
Produce and Provisions ..... 134 and 136

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by $5.00 or $10.00 a week. The exact amount all *depends* on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.

143-153 University Ave.

TORONTO, ONT.

DESIGNING AND BUILDING THE PERFECT HOME

Who knows it all when it comes to planning a new home? Do you? Does your neighbor? Does your architect? Does your builder? What perfect home do you know of?

Now perfection may be impossible to obtain, but one can approach perfection by educating oneself concerning

the site, the plan, the style, the decoration, and other related matters.

Experience teaches. Therefore use the experience of others and their good counsel, born of errors and of successes, as found in the book.

BUILDING A HOME

By Desmond and Frohne, the editors of **The Architectural Record,** America's leading paper in its field.
(Price, $1.50, with 15c extra for postage.)

In this book are gathered together the counsels and experiences and suggestions of men who have had an exceptional opportunity to acquire wisdom in relation to the building of homes. The book is a beautiful one as a piece of book-making, and is richly illustrated. It is no economy to save $1.50 when you are considering the building of a home.

Send for the book now, and have it ready against the day when you will build the home of your dreams.

The MacLean Publishing Co., Limited
143 University Avenue -:- Toronto, Ontario

St. Williams
Jams and Marmalade

Quality Tells

Always a Repeater



MADE WITH

Choicest Fruit

AND

Pure Cane Sugar

Secure YOUR Stock Now.

St. Williams Fruit Preservers
Limited

ST. WILLIAMS - ONTARIO

Western Representatives

The Robert Gillespie Co.
Maltese Cross Building - WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

ADVERTISING INDEX

A

Ackerman, H. W. 162
Acadia Sugar Refining Co., Ltd., The 152
American Computing Co. 37
Anchor Cap & Closure Corp. of Canada, Ltd. 56
Armour & Co. 135
Arnett, Thomas, Lewis 161

B

B. & L. Mfg. Co. 168
Babbitts, Ltd. 3
Bain, Donald H., Co. 148
Bird & Son, Alfred 62
Bell Telephone Co. of Canada 45
Benedict & Co., F. L. 166
Betts & Co., Ltd. 26
Bodley, C. J. 62
Borden Milk Co. 1
Bowman & Co., J. 144
Bowes Co., Ltd. 12
Bowser Co., Inc., S. F. 47
Brantford Computing Scale Co., Ltd. 38
Buchanan & Ahearn 140
Buffalo Specialty Co. 22
Bradstreets 162

C

Cockburn, F. D. 161
California Fruit Growers Exchange 135
California Packing Corporation 51
Campbell Bros. & Wilson, Ltd. 159
Canada Sauce & Vinegar Co. 171
Cannon Canadian Co., Ltd. 144
Canadian Chicle Co. Ltd. 25
Canada Maple Exchange 173
Canadian Milk Products Ltd. 11
Canadian Salt Co. Ltd. 4
Canadian Shredded Wheat Co. Ltd. 29
Cane & Sons Co. Ltd. Wm. 158
Catelli & Co., Ltd., C. H. 177
Chamberlain Medicine Co., Ltd. ... 64
Champion Register Co. 50
Channell Chemical Co., Ltd. 72
Chase & Sanborn 26
Chaput, Fils & Cie., Limited, L. .. 65
Chisholm Milling Co., Ltd., The .. 59
Clark, Ltd., W. ..... Back cover
Climax Baler Co. 35
Commercial Underwriter 166
Connecticut Oyster Co., Ltd. 70
Connors Bros., Ltd. 13

D

Da Costa & Co. 31
Dalley, F. F. Co. of Canada Ltd... 8
Davis & Sons Ltd. S. 64
Denault Grain & Prov. Co. Ltd. ... 163
Direct Supply Assoc. 166
Dole Bros. Hops and Malt Co. ... 140
Dominion Canners Ltd. 67
Dominion Salt Co., Ltd. 28
Dominion Sugar Co. Ltd. 139
Drewry & Co., E. L., Ltd. ..... Inside back cover
Dunn, Ltd., W. H. 147

E

Eckardt & Co., H. P. 185
Edwards, Chas. M. & Co. 140
Eno, J. C., Ltd. 31
Escott & Co., Ltd., W. H. 161
Estabrooks Co., T.H. 71
Eureka Refrigerator Co., Ltd. .. 53

F

Fairbanks Co., Ltd. N. K. 24
Fearman & Co. Ltd. F. W. 68
Freeman Co. Ltd. W. A. 40, 41
Furnivall-New, Limited 15
Furuya & Nishimura 19

G

Gagne, G. 163
Gillespie Co., The Robert .. 68 and 161
Gleba Polish Co. 27
Grant & Co., C. H. 161
Guelph Soap Co. 9
Chas. Gurd & Co., ... 181

H

Hamblin-Brereton Co., Ltd. 162
Hargreaves Limited 29
Harris Abattoir Co., Ltd., The .. 137
Hobart Mfg. Co. The 42
Hop Malt Co. 166
Harry Horne Co., The 162
Horton, Cato Mfg. Co. 54

I

Imperial Extract Co. 60
Imperial Rice Milling Co., Ltd. ... 28
Imperial Tobacco Co. of Canada, Ltd. 149
International Safe Co.,The 39

J

Japan Tea 19
Jarvis & Co., F. S. 68

K

Keating, Thomas 66
Keenleyside Oil Co. 69
Kellogg Cereal Co., W. K. 57
Kenny & Co., T. 143

L

Lambe Co., W. G. A. 162
Lalonde A. 162
Leacock & Co. 63
Lemon Bros. 157
Lever Bros., Led. 153
Lytle & Co., T. A., Ltd. Inside front cover

M

Maclure & Langley, Ltd. .. 6, 7 and 162
Magor, Son & Co. Ltd. 69
Malcolm Condensing Co., Ltd. 6
Mann & Co., C. A. 28
Marsh Grape Juice Co. 17
Martin-Senour Co. Ltd. 167
Mason & Hickey 18
Mathieu Co., J. L. 14
McCabe, J. J. 157
Menzies Co., Stewart 21
McLellan Import Co. ..... 28 and 144
McLeod Milling Co. 27
McWilliam & Everist, Ltd. 157
Mennen Chemical Co., Ltd., C. .. 30
Megantic Broom Mfg. Co., Ltd. ... 30
Milburn Co., Ltd., The T. 154
Millman & Sons, W. H. 162
Moirs, Ltd. 10
Moore, Benjamin & Co. 138
Morrow & Co. 156
Mount Royal Milling Mfg. Co. of Canada, Ltd. 145

N

National Cash Register Co. of Canada, Ltd. 36
National Licorice Co. 30

O

Oakey & Sons, Limited, John..... 166
Ontario Grape Growing & Wine Mfg. Co. 20
O-Pee-Chee Gum Co., Ltd. 5
Oval Wood Dish Co. 49
Overseas Export Co. 21

P

Paine Co., Ltd., The John B..... 151
Pascall's, Ltd., Jas. 29
Paste & Gum Co., Ltd. 140
Patrick & Co., W. G. 2, 162
Pennock & Co., H. P., Ltd. 160
Perry Co., H. L. 161
Pullan, E. 166

R

Red Rose Tea 71
Regina Storage & Forwarding Co., Ltd. 161
Rennie, Wm., Co., Ltd. 162
Richards Pure Soap Co., Ltd. 61
Rock City Tobacco Co., Ltd. 173
Rose & Laflamme, Ltd. 163
Royal Baking Powder Co. 155

S

Sarnia Barrel Works, The 166
Scott-Bathgate Co., Ltd. 169
Sherer-Gillett Co., Ltd. 44
Smalls, Ltd. 142
Smith & Proctor 16
Smith & Son, Ltd., E. D. 141
Somerville, J. F. & J. N. 166
Specialty Paper Bag Co., Ltd..... 44
Spielman Agencies 154
Spratts 30
St. Lawrence Rugar Refineries..... 137
St. Williams Preservers ....
Standard Cocoanut Mills 140
Star Egg Carrier & Tray Mfg. Co.. 44
Stevens-Hepner Co., Ltd. 68
Stevenson, Blake & Co. 44
Sunset Soap Co. 171
Swift Canadian Co., Ltd. 164

T

Tanguay, Alfred T. 163
Taylor & Pringle Co., Ltd..... 158
Tees & Persse, Ltd. 58
Thompson & Norris Co. of Canada, Ltd., The 150
Thompson, G. B. 161
Thum, O. & W. 166
Tilley, Chas., & Son 30
Tippett & Co., A. P. 146
Tomlinson & O'Brien 22
Toronto Butchers' Supply Co., Ltd.. 166
Toronto Salt Works 166
Trent Mfg. Co., Ltd. 166
Turgeon, Elzebert 163

W

Walker Bin & Store Fixture Co., Ltd. 43
Walker & Son, Hugh 157
Walsh, M. M. 162
Washington Coffee, G. 66
Watson & Truesdale 161
Webster & Co., Ltd., W. R. 32
Western Canada Flour Mills Co., Ltd. 155
Western Mfg. Co., Ltd. 48
Western Salt Co., Ltd. 23
Wethey, Limited, J. H. 66
White & Co., Ltd. 157
White & McCart, Ltd. 162
Whittemore Bros. Corp. 32
Whittall & Co., A. R. 142
Williamson Mfg. Co. 156
Wolf, Sayer & Heller (Inc.)..... 33
Woods & Co., Walter 46
Woodruff & Edwards Co. 45

Y

Young Co., The 133

Everybody Likes Drewry's



Order from your Jobber or Wholesale Grocer.

Raspberry Vinegar—made from pure fruit juice and has the right kick in it which the West demands. Once you get this into a house, orders come in right along.

Put up in Quart and Pint Bottles

Our other lines include a full range of *Fruit Ciders*, our specials being *Apple*, *Grapeine*, *Orange and Cherry*. These *Ciders* are put up in 5 and 10 gallon kegs.

Lemon Squash, Grapeine Squash, Lime Juice, Lime Juice Cordial, Fruit Wines, and Old Fashioned Stone Ginger Beer, are *good selling* lines for the Summer.

Our "*Golden Key Brand*" of soft drinks (all flavors) is pre-eminent throughout the West.

Our Special Dry Ginger Ale still leads the way.

For Temperance Brewed Beverages there is nothing to equal our famous "Maltum", "Maltum Stout", and "Temperance Ale".

Special prices quoted on carload lots.

WRITE FOR PRICE LIST TO-DAY OF OUR FULL LINE OF TEMPERANCE DRINKS.

E. L. DREWRY, LIMITED - WINNIPEG

Clark's



CANADA'S LEADERS IN FOOD DELICACIES

are

CLARK'S

Soups
Pork & Beans
Peanut Butter
Spaghetti with Tomato Sauce & Cheese
Tomato Ketchup, Etc.

Canned Meats
Mincemeat
Plum Pudding

A postcard will bring you our coloured illustrated booklet.



W. CLARK LIMITED
Montreal

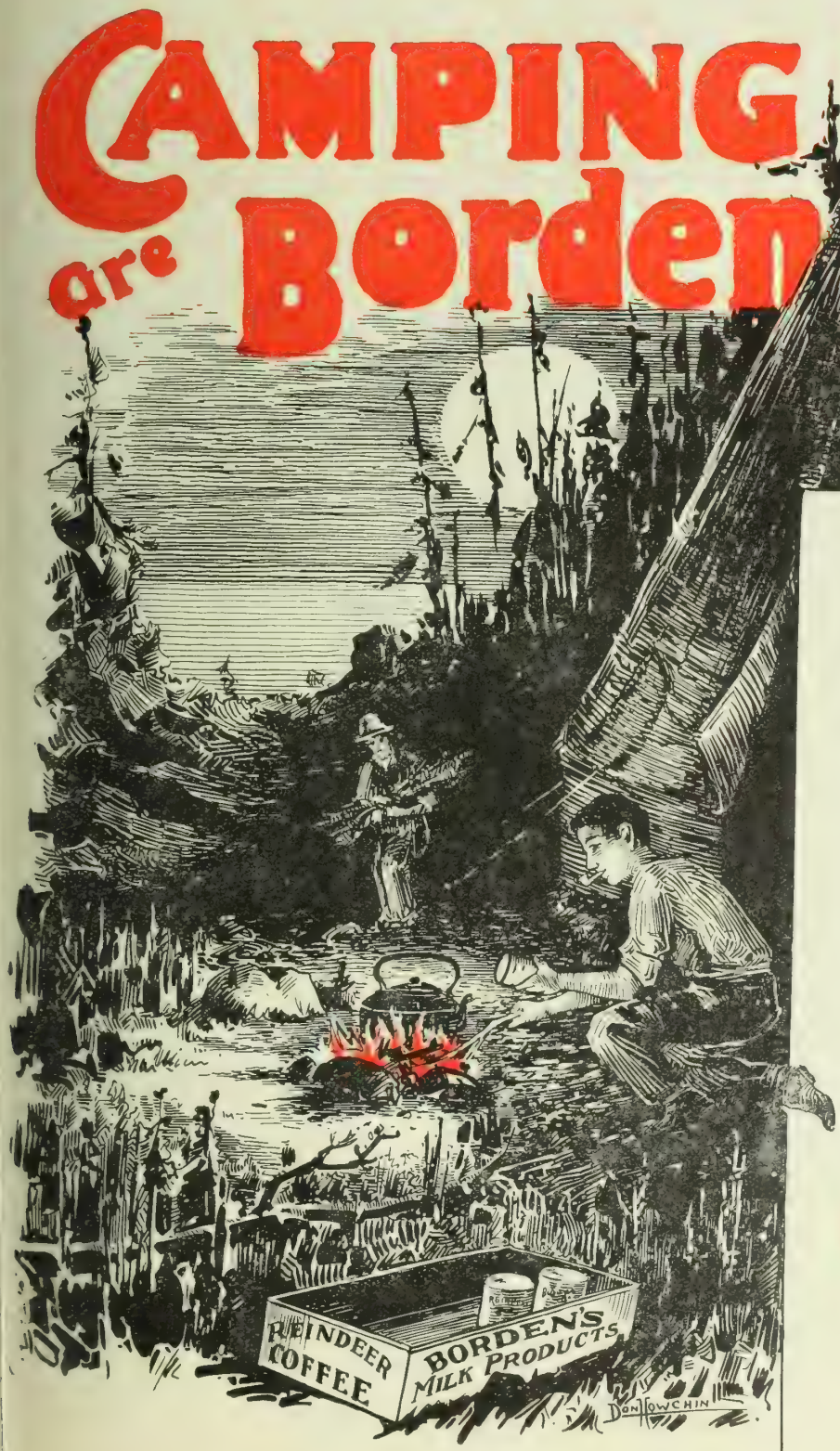
CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, MAY 4th, 1917 No. 18

CAMPING DAYS are Borden DAYS



Grocers would be well advised to feature Bordens constantly during the Summer months.

Borden utility and convenience will appeal strongly to campers, picnickers, summer cottagers and all manner of outing folk.

Make the most out of the holiday season by suggesting Borden Milk Products in window and interior displays. You'll like the way Bordens sell. Begin to-day.

Borden Milk Co.
LIMITED
"Leaders of Quality"
MONTREAL
Branch Office: No. 2 Arcade Bldg., VANCOUVER

Prompt Delivery

Crystal DIAMOND Syrup

In these days of scarcity it is often important to be able to get prompt shipment. Merchants can rely on getting immediate shipment of

Crystal Diamond Syrup

And at the same time be getting the finest Syrup on the market.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

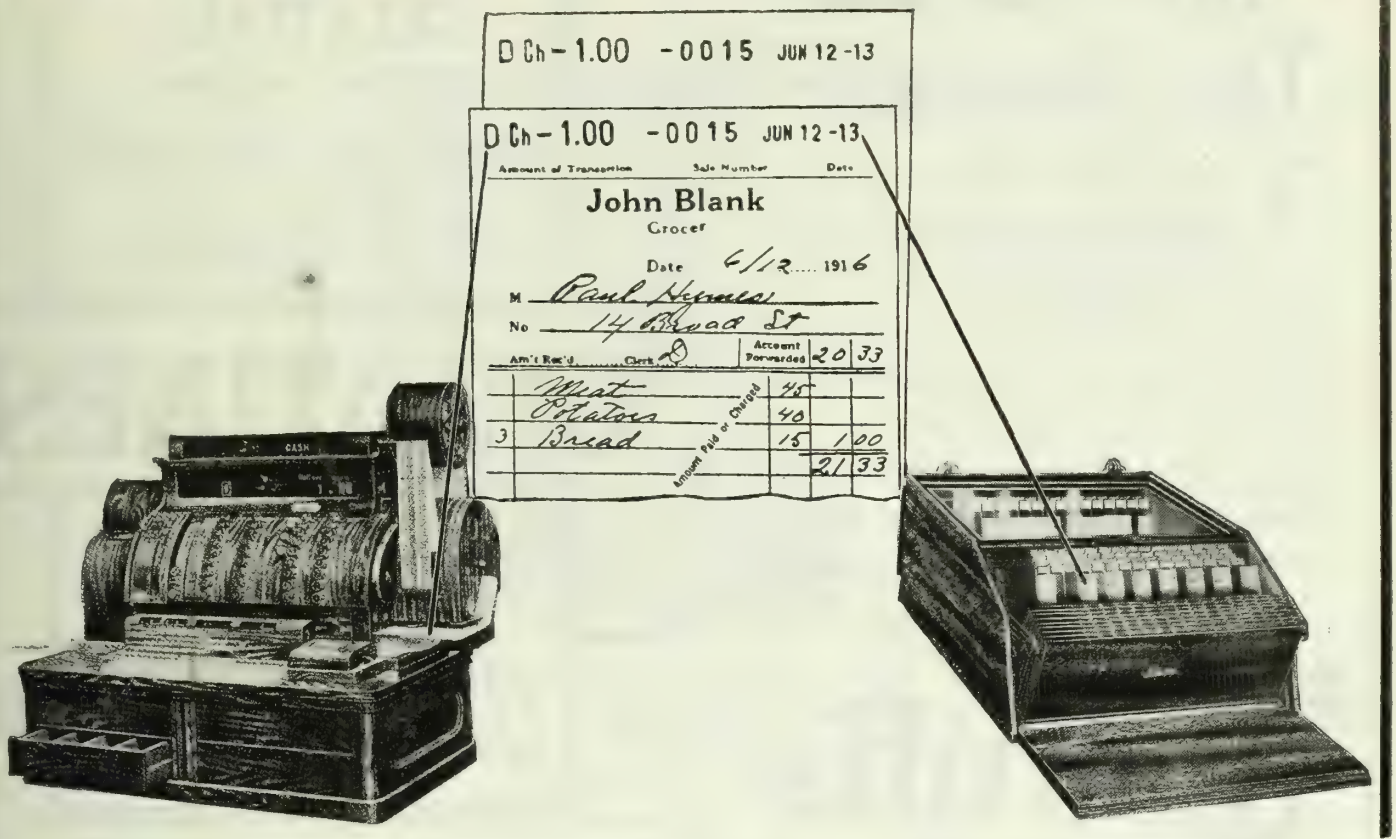
ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

A simple, complete system for retail stores



The electrically operated National Cash Register

Does 25 necessary things in three seconds. Simple to operate—saves time. Forces accuracy—gives quick service.

The new National Credit File

Cuts out all book-keeping of customers accounts. No blotter—no daybook—no customers' ledger. Every customers' account balanced to the minute.

Stops leaks, satisfies customers Increases profits in stores

Our new model cash registers do more effectively and more quickly all the necessary operations in the handling of money. They save time. stop losses, prevent mistakes due to carelessness or inaccuracy. They safeguard your profits. They are indispe sible to the efficient management of the modern store.

The credit file is a new N. C. R. invention as inportant to you as your telephone or cash register. It is so simple that anyone can operate. It is speedy and convenient. It is so complete that a record of the whole credit business is always available. It is safe, records being in sight, but locked away from all tampering. There is nothing else like it.

Information about National Cash Registers and National Credit Files can be obtained easily from any N.C.R. office or from us.

The National Cash Register Co. of Canada, Limited

Christie Street - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

The War and The Housewife!

YOU sometimes get a pretty good idea how it affects her by the decreased size of her grocery bill. Ten cents a package isn't very much for her to pay for attractive desserts, but it stirs up business and means profits to you. Make a window display of

Shirriff's

Jelly Powders



They make many varied desserts. Their beautiful, sparkling colors and delicious, fruity flavors are a delight to eye and palate. One sale leads to another, both of Shirriff's and other lines. Handsome window dressing material will be supplied to make an attractive sales-winning display. Write for particulars.

Imperial Extract Co.

TORONTO

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Sani-Flush

Appeals to the Housewife



Every woman who takes any pride in her housework wants to keep the water-closet bowl clean. She has found that scouring has little effect on the stain. Caring for the toilet bowl is disagreeable and discouraging drudgery.

Then the woman learns about ***Sani-Flush.*** How it keeps the bowl snowy white, sanitary and odor-free. No more dipping of water or scouring. Don't you think she will be enough interested to try it?

You can make extra profit by acquainting your customer with the good features of *Sani-Flush.*

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.



It stands the test for durability, for it lasts a lifetime.

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW.

It makes lasting friends



Just put a display of

BARNES Grape Juice

in your window to-day and watch results. Watch how it sells, note what repeat orders follow every first purchase, then ask yourself if it isn't good business policy to feature Barnes right along.

Barnes Grape Juice is quality through and through. It is Pure Concord, every drop of it, and fills the bill where a real man's sized temperance drink is required.

Aggressive grocers everywhere are selling Barnes. Be one of them.

The Ontario Grape Growing and Wine Mfg., Company
ST. CATHARINES, ONTARIO

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

The New Breakfast Food



Dutch Tea Rusks

They are **appetizing, wholesome,** and **nutritious,** containing **eggs** and **milk.** Quickly prepared, and easily assimilated.

Packages are **attractively labelled,** and lend themselves to **displays,** both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.

Agents for Canada



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company
Oshawa, Ontario

Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

WASTE PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

Made in 12 sizes, $22.50 up.

Bale your waste paper, it's worth $13 a ton, besides it helps to keep down the cost of new paper.

Send for particulars.

CLIMAX BALER CO.
Burton St., Hamilton, Ont.



Maple Leaf Dirt Chaser

Cleans Bath Tubs, Sinks and all Enamel Ware.

MANUFACTURED BY

The B. & L. Manufacturing Co., Limited
Sherbrooke, P.Q.

CLARK'S

You do not need to be told, Mr. Grocer, that the name CLARK'S on canned goods is a guarantee of quality.

The season is at hand when your customers want prepared



SOUPS



Keep a full line.

Let them know you stock CLARK'S.

Have them try an assortment and watch results.

QUALITY TELLS.

COMPARE THE PRICES.

W. CLARK LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers goods made in Canada from Canadian materials by Canadian employees.

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

Have you tried

WETHEY'S ORANGE MARMALADE?

It is making a hit.

KLIM

SPELL IT BACKWARD

PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED

GET A SHARE OF THE MILK BUSINESS

Every one of your customers can use KLIM to advantage. Liquid milk sours quickly in the summer time, whereas KLIM is always fresh and sweet.

Keep KLIM on your counter, and it will rank among the best selling lines. KLIM repeats — no one will be without it after once using. Order from your wholesale grocer.

Canadian Milk Products, Limited

10-12 William Street

TORONTO

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by

Walter Baker & Co., Limited

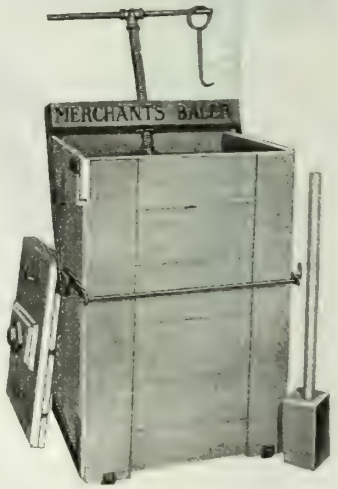
Established 1780

Montreal, Can. Dorchester, Mass.

A want ad. in this paper will bring replies from all parts of Canada.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

Your Window

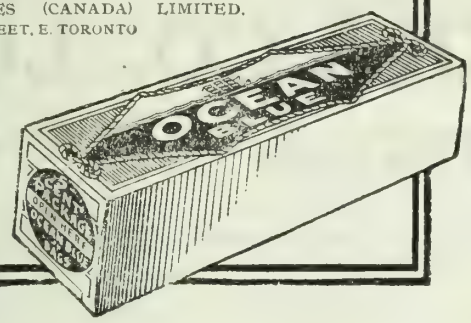
is your best advertising medium, but it will not fully repay the time and thought spent on its arrangement if you omit from it the attractive packets of

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
33 FRONT STREET, E. TORONTO

Western Agents:
For Manitoba, O. F. Nightcap, 179, Bannatyne Av. E., Winnipeg.
For British Col. and Yukon: Creeden & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.



Give your customers the Babbitt habit



You'll find it easy enough. Just get her acquainted with the full weight and the unequalled value of this line—a big-sized can of the finest cleanser on the market for 5c. Babbitt's is a good line to keep in front. It is always an active seller.

Premiums for trade-marks.

Agents:
WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

What kind of molasses are you stocking?

Make sure of pleasing your customer, even if she *is* hard to please, by suggesting *LEACOCK'S EXTRA FANCY MOLASSES.*

Stock up to-day with *LEACOCK'S.*

Leacock and Company

Exporters of High-grade Molasses

Barbados, B.W.I.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East. Winnipeg

Tell the Advertiser where you saw his Advertisement.

THE H. L. PERRY CO.

214-216 Princess Street. Winnipeg

We can make a success of your Agency. Our STORAGE, DISTRIBUTING and FORWARDING facilities are unexcelled.

Correspondence solicited.
"Always on the Job."



WESTERN REPRESENTATION

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East, WINNIPEG

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

C. & J. JONES
WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

G. B. THOMPSON
Wholesale Commission Broker and Manufacturers' Agent.

We can handle a few more good lines. Storage Warehouse and Transfer Track.

140 Notre Dame Ave. E., WINNIPEG
Established 1898

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

DONALD H. BAIN COMPANY
HEAD OFFICE: WINNIPEG, MAN.

BRANCHES: REGINA, SASKATOON, CALGARY, EDMONTON, VANCOUVER

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

This space would cost you only $1.00 per issue for one year.

One Inch Space
$1.00 Per Issue
on Yearly Order.

C.H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.



Your customers will like Bull Dog Brand Chloride of Lime

It is one of the 19 well-known Bull Dog Cleansers whose quality has won the approval of discerning housewives everywhere.

In quantity as well as quality Bull Dog Brand lines have no equal. Stock them.

The John B. Paine Co., Limited
Factories at
Winnipeg and Toronto

Agents: Mowat & McGeachy, Saskatoon; Oppenheimer Bros., Vancouver.



"We clean up everything"

Every Day Is Pay Day

THAT'S right—every day you work **our plan**, your pay is given you. "Pay yourself first" that's the idea of our representative plan. When you devote ten hours daily acting as our representative—your pay is sure and certain.

We need a hustling representative right in your district. A young man capable of producing good business, preferably one with salesmanship experience. The position will pay big money to one with enthusiasm, energy and ability. Do you know, or are you such a man?

If you **are** and are willing to exchange **your spare time**, representing our publications, **we will** show you how that same spare time, properly used, **will produce** for you as much **cash** as your regular income.

Does this interest you, if so write us TO-DAY and we will tell you all about it.

The MacLean Publishing Co.
LIMITED
143-153 University Avenue, Toronto, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES
WHITE BEANS
DRIED APPLES

What have you to offer? State quantity and quote lowest price.

WHITE & McCART, LIMITED
309-310 Board of Trade Building
TORONTO - - ONTARIO
'Phone Main 2319

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
TORONTO WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT

Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont.

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Sundried Apples

Quote us price and quantity at once if wanting to sell.

W. H. Millman & Sons
Grocery Brokers
TORONTO

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.

We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

The Costliness of Man-time

HOWEVER necessary it may be to employ flesh and blood salesmen to sell your merchandise to farmers, you cannot possibly overtake all your prospects by this method alone. It would bankrupt you.

You must employ the method of influence and persuasion known as Modern Advertising. By this means you can make known what you have to sell to **all** farmers **everywhere, simultaneously.**

Suppose you cannot afford to use all the farm papers, and are looking for one having **national** circulation. This **one** medium is

The FARMER'S MAGAZINE

This should impress you: **The Farmer's Magazine** is the best produced farm paper in Canada—3-color covers, fine illustrations, good paper, good typography and printing, and most important of all, the best edited. A sample copy will convince you.

If the farmer is your customer, use **The Farmer's Magazine.**

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY.
Commission Merchants and Brokers.
91 DALHOUSIE ST. - QUEBEC CITY

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

Kindly mention this paper when writing to advertisers.

Why You Should Feature KING GEORGE'S NAVY



Are You Pushing King George's Navy?

Are you selling the chewing tobacco that particular men everywhere declare to be the peer of all others?

A little display in your tobacco showcase will quickly show you what a seller *KING GEORGE'S NAVY* is. Try it out.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

An EASY Tea

You will admit that it is easier to sell a line of trade-marked merchandise that is well and favorably known than it is to sell a nameless or little known line.

Red Rose Tea is one of the best known of trade-marked lines for sale in Canada. Its distinctive flavor, its splendid richness and its vigorous strength completely satisfy those who are particular about the tea they drink.

It is an EASY tea to sell. It makes money for the grocer with little effort on his part.

Quick sales. Quick turnovers. Net profits.

RED ROSE TEA

"is good tea"



The surest answer to your Refrigeration Problems

For close on thirty years the Eureka Refrigerator has stood the most exacting tests and given the utmost satisfaction where really reliable refrigeration is concerned.

To-day the Eureka is acknowledged to be the perfection of economical and scientific refrigeration. *Warm Air Flues across Ceiling of Cooling Room is just one of many exclusive patented Eureka features.*

Our free illustrated catalog will tell you in detail the many superiority points of Eureka Refrigerators. Write for a copy.

Eureka Refrigerator Co., Ltd.

BROCK AVE. NOBLE ST. EARNBRIDGE ST.

Phone Park 513

Head Office and Showrooms:

27-31 Brock Ave. Toronto, Ont.



An aggressive memory jogger

A neat, attractive reminder that will draw your customers' attention to the fact that you sell the world-famous *COLMAN & KEEN PRODUCTS.*

Get one to-day. Hang it in your store and note the effect on your sales. We'll mail you one on request. Write us.

Magor Son & Company, Limited, 30 Church St., Toronto, 191 St. Paul St., Montreal

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than* $50,000 to produce, but it sells for

ONLY $10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

CANADIAN GROCER

Vol. XXXI. TORONTO, MAY 4, 1917 No. 18

The Tin Plate Situation and Its Effect

Serious Scarcity of Raw Material a Real Danger—Possibility of Embargo of Use of the Cars for Other Than Food Presentation—Non-perishable Goods Not to be Tinned—Effect on Canning Situation Generally.

A FEW years ago tin plate was a practically unknown quantity except to those immediately interested in its manufacture or use. To-day it has been so much discussed and has figured so largely in the causes given for increased prices that it has become almost a household word.

This situation has this year reached a very acute stage, that might well be fraught with serious consequences, and it might be well to call the attention of the trade to some of the possibilities, and to outline briefly the situation facing this product.

One reason for the actual scarcity that exists is of course the fact that many of the primary supply markets are cut off. Prior to the war about half the supply of tin plate used in the world came from Europe, a source that in the nature of things has become greatly limited. In other words, the necessary supply of raw material is actually not available.

Tin Plate Industry Running on Short Margin

At a recent conference of tin plate makers the situation was carefully gone over, and every effort made to speed up production. At this conference it was stated that while there had been a sense of security as to the pig tin situation, this situation was not well founded. It was pointed out emphatically that if there was any interruption of the supply coming to the country, the results would be serious. If a ship containing 1,200 or 1,400 tons of pig tin were destroyed either by submarine activity or other means, the canning industry would be face to face with a situation that it would be almost impossible to overcome. In an industry running thus close to the margin of actual supply it is easily seen that there are immense possibilities of difficulty.

Another phase that has complicated the situation is the unusual activities of the steel mills. The steel necessary for the manufacture of tin plate must come from these mills already working at capacity. With the entry of the United States into the war, there is the suggestion that the American Government should take over these steel mills for the manufacture of munitions. Unless some arrangement were made to safeguard the interests of the can manufacturers, in the general interest of the country at large. As the American Government seems fully alive to the seriousness of the situation, there is little doubt that this matter would be satisfactorily met.

Embargoes on steel bars, tin plate and empty cans in the United States have been removed under the energetic representation of the Government. The railways are now expediting these shipments in every means in their power.

But whatever measures are taken, there is no shadow of doubt that there is going to be an actual scarcity of tin plate. Even under the best situation that can be arranged the supply is not equal to the demand. Last year the consumption of tin cans on this continent, including the Hawaiian Islands, reached the startling total of 2,850,000,000, and that in a year when there was a pronounced scarcity in all canning products. Market reports indicate that the country is practically bare of supplies of canned goods, in itself an abnormal condition. This will encourage a still greater demand. One authority estimates the requirements of cans for the coming year at 3,200,000,000. To meet this increasing demand there is a dwindling supply. What effect has this on prices. Take the average price of tin plate over a period of five years and the price is found to be $3.46. Last year it rose to $3.60, which was one of the causes of the high prices of canned goods. The present price has already reached the exceptional price of $7.00. Even at this high figure large companies are only willing to serve their old customers, and only in the same proportions that they delivered in 1916 and only for delivery in the second quarter of the year.

Reports of the United States Department of Commerce state that over 5,000,000 boxes of tin plate were exported in 1916. In January, 1917, 520,000 were exported. With the exception of 1,300,000 that came to Canada, none of this product was used for food purposes.

Possible Embargo on Tin Plate for Other Than Food Preservation

There is an agitation now on foot in the United States to bring pressure to bear on the Government to place an embargo on the use of tin plate for other than food purposes. While no action has yet been taken in this regard, a recent communication from the Government to a number of canning interests assembled in Chicago, would indicate that there was a great possibility of the Government taking such action. The communication from the Federal authorities took the form of a request, that in order to conserve the supply of tin cans that they should be used only for food of a perishable nature and not for winter packed foods, like hominy, pork and beans, kidney and red beans, soaked peas and lima beans, kraut, spaghetti, and macaroni, oatmeal, soaked corn, etc. The canners assembled expressed themselves as willing to accede to the Government request. It was pointed out that this request if not acceded to was liable to become a mandate.

Can manufacturers were of the opinion that if this scheme is adopted that the saving will be such that it may be possible to release cans for this type of goods before the season is over.

Influence on the Canadian Trade

While a good deal of this information seemingly deals with the situation across the line, the bearing of it is just as emphatically a matter of concern to the Canadian trade. Canada must draw her supply of tin plate largely from the United States. Moreover, there is a very heavy buying of American cans, and in this connection it might be interesting to note a comparison of prices between this year and last:

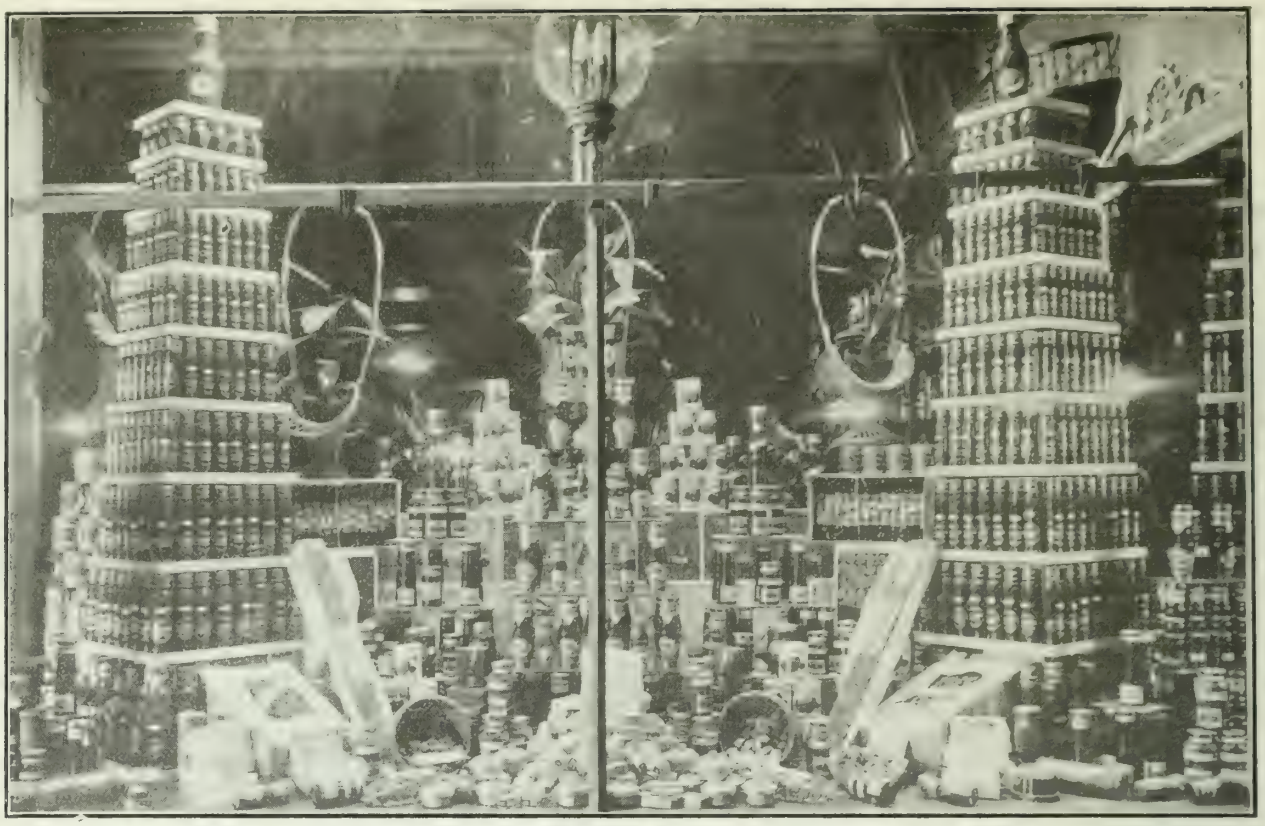
Open Top Can

Prices	1916	1917
No. 1	$11.15 per M.	$17.25 per M.
No. 2	15.00 per M.	24.25 per M.
No. 3 4⅞"	20.25 per M.	32.25 per M.
No. 10 ...	45.50 per M.	71.50 per M.

These increased prices, of course, entail a greatly increased outlay for the canner.

Then labor conditions are so uncertain, that there is always the possibility that the required supply of canning products may not be available. This is a serious condition for the canner to face

(Continued on page 23.)



An Attractive Display For Selling Unusual Goods.

Market Information in Advertising

How the News of Price Increases May be Broken Gently to the Customer — Help the Customer to Understand the Situation—By so Doing the Merchant Will Put Himself on a Better Footing With His Customers.

THESE are the days when almost every time a customer comes to buy it is to find that the commodity they require has once again increased in price. Now while people know in a general way that these changes are due to world conditions they are not familiar enough with these conditions for them to play a very important part in their daily lives, and the chances are largely in favor of their laying at least a part of the blame on the shoulders of the grocer himself. Sugar's up again, says the grocer, tea is up again, the customer accepts the statement and pays the difference, but actually there is an impression that the grocer should have prevented it in some way. Every feeling of this kind is harmful to the merchant, and could be avoided by a little care.

The merchant is probably aware of the reasons for the increase in the prices of commodities. He has a hundred channels for getting this information, the average householder has none, so that each new increase comes as a separate shock. Saving these little jars serves to keep the merchant on a much pleasanter plane with the customer, and it is worth doing at a little cost of time.

Why not use a little information on market conditions in your advertising? Suggest the reasons for the higher prices, give some hint as to the reason for the increase. Show them the reason why further advances may be expected. The housekeeper seeing your advertisement will see the reasonableness of the increase, for the printed word is a great convincing agent, and instead of having to meet an annoyed and skeptical customer, more than half inclined to doubt the merchant's word, the merchant will meet one who is abreast of the situation and in a frame of mind to take the merchant's view point. There is a wealth of information in your trade paper that might be advantageously used in one way or another.

There is a wide world of suggestion, intended primarily for the information of the merchant himself that may well be used to advantage in informing the customer. The better informed the customer, the better the customer will be. Just try and see how effectively some of the information contained in these market pages may be used to serve your own store's advantage.

London Advice on Tea

The Canadian Grocer says: "Advice received from London is to the effect that the British Government intends to allow only such tea to proceed to Canada as has already been entered for shipment prior to the placing of the embargo."

We can serve you with delicious tea from our large stock of trade marked brands—Lipton's, Ridgeways, Red Rose and Salada—at the reasonable prices of 45c, 50c, 60c, 70c a lb. Our bulk tea at 35c, 40c 50c are exceptionally good value.

Prices are almost certain to advance rapidly. Why not secure a supply at once. You will appreciate a cup of one of these palatable teas.

"He Profits Most Who Serves Best"

G. A. McDonald & Son

An effective use of Market News

What Is a Navel Orange?

Many People Have Wrong Impressions as to the Derivation of This Popular Fruit—A Brief Description of its Origin—Some Description as to Methods of Cultivation and Handling

Based on information supplied by Don Francisco, of the California Fruit Growers' Exchange.

THE CANADIAN GROCER has had numerous enquiries regarding the origin of the navel Orange. People in most instances seem to credit the navel, or so called seedless orange to that noted scientist, Luther Burbank. But the navel orange was in existence long before Mr. Burbank's series of marvellous developments began to astonish the world.

The navel orange, as far as its history goes, came into existence, how or why, even elaborate investigations by the United States Government have failed to disclose, at Cabulla, a suburb of Bahia City, Brazil.

This much is known, however, it was first grown by a Portugese orchardist of this section. A section by the way that is still the most important orange growing district of the state. One of the legends has it that an Indian woman charmed a seed and made it produce fruit. As near as can be learned, it originated about the years 1810-1820 and about 1822 there was probably quite a number of trees growing in the section.

A Sport of the Selecta Orange of Brazil

The probability is that the navel originated from a sport or outgrowth of the Selecta orange of Brazil, which often shows navel tendencies. The origin of this Selecta orange is equally shrouded in mystery. It was probably, however, brought to Brazil by the Portugese from one of the Portugese settlements in the Orient, as oranges of a somewhat similar nature do exist in those sections.

The orange is not propagated as some suppose by seeds from the navel, but entirely by budding or grafting on other stock. In Brazil these are almost always budded on bitter or sour oranges.

Navel Orange Introduced Into California

In the year 1873, the original Washington Navel orange tree was imported into California from Bahia, Brazil. From this beginning has grown the extensive navel orange industry which returns millions of dollars every year to California growers. The original tree now flourishes, in state, at Riverside.

Years of study have effected wonderful improvements in the Washington Navel orange so that to-day the fruit is far superior in quality to that produced by its noted ancestor. Fruit growing and handling have become exact sciences.

Not Grown from Seeds, but from Buds of Variety Desired

Orange seeds are procured from specially selected seedling oranges. They are planted in a seed bed. The young trees are left in this bed for one year before being transplanted. This is not a navel orange, but merely the stalk on which the navel is grafted. After a year in the nursery, when the trees are two years old, they are budded to the variety of orange that it is desired they shall produce. It is customary to select buds of either Navel or Valencia stock from thrifty trees which have records of heavy production and good quality of fruit.

The bud is placed in the seedling stock about four inches above the ground and the old top is removed. The new bud produces the entire upper part of the future tree. A year, or sometimes two, after the trees have been budded, they are transplanted again to the orchard.

In the orchard the trees are planted in rows, and usually arranged so that they can be cultivated and irrigated in four different directions. There will be from 80 to 120 trees to an acre, depending upon the distance between the rows.

By systematic pruning when the orchard is young, the proper building of the frame of the tree is insured. This work requires a great deal of care. It is necessary to continue pruning throughout the life of the tree.

Six or seven times during each summer season, beginning usually in May and extending through September, the trees are irrigated. Generally an orange grove is irrigated about once in every thirty days. The furrows are made along the side of the tree, the number depending upon the age of the grove. After irrigation the orchards are thoroughly cultivated to conserve the moisture.

After three years of growth in the orchard, an orange tree begins to bear a little fruit. The production increases each year for eight or ten years when the tree reaches final maturity. It is estimated that the average expense per acre of orange groves in bringing the trees to seven years of age is $1,000.

The total cost of properly caring for a bearing orchard often exceeds $200 per acre per year. The average production in California is about 200 packed boxes per acre. Unusually good care and favorable weather and soil conditions will often produce more than this amount per acre.

Handling the Fruit

Growers, as a rule, do not pick their own fruit. Picking gangs who are carefully trained not to damage the fruit in handling, do the entire work of picking. Each orange stem must be carefully clipped, not so close to the orange as to bruise the skin, nor too far from the base to permit the stem to puncture another orange with which it may come in contact. Care must be taken not to scratch the orange in removing it from the tree. Each orange is carefully placed in the picker's sack. When a sack is full the fruit is transferred to field boxes with equal care and the boxes are hauled to the packing house. All the pickers use gloves, and their clippers are inspected every day to insure their proper condition.

During the haul to the packing house the oranges in the field boxes are covered by tarpaulin to protect the fruit from the sun. It is customary in most packing houses to inspect several boxes from each load of fruit delivered to ascertain the care with which the packing has been done. By a tag placed in the field box it is possible to trace any faulty picking.

In the Packing House

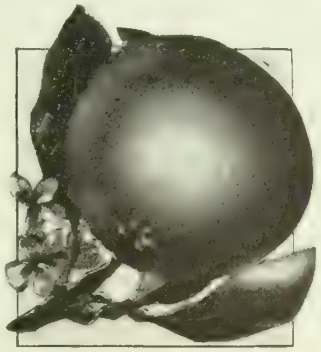
The first work in the packing house is

(Continued on page 23.)

A BET GONE WRONG

Some time ago a correspondent in a Northern Ontario town propounded a question to us. He stated that he and a friend had had a bet on the question as to how a navel orange was grown. His friend claimed that it was grown from seeds from the navel. The Encyclopedia Britannica was consulted and, according to this correspondent, this authority upheld his friend and the bet was consequently paid.

Anyone might be forgiven for hesitating to dispute such an authority, but the CANADIAN GROCER, in replying, was compelled to state that if the matter was as he claimed, then the Encyclopedia Britannica had done him wrong, for the navel orange is not grown from seed, or at least has not been as far back as authentic records go. As there are many others who may be interested, the following account of the navel orange and its history is appended:





Another effective way of using market information. Colored ribbons connect the variety of coffee displayed with the country of its origin.

Broom Sales for Housecleaning Time

By Judicious Display Dealers Can Accelerate Broom Sales — Experiences of Trade Throughout Canada Finds "Quality First and Price After."

WITH increasing evidence to hand that spring is becoming well settled, bringing with it visions of summer activities, once more the attention of the good housewife is directed towards the question of spring housecleaning. Not only is this attention directed toward the city home, but its scope includes also the preparation of the summer cottage, the occupation of which soon follows in logical order.

This country-wide campaign for cleanliness, which is now being put under way, necessarily creates a big demand for all articles of housecleaning lines, and very prominent in the demand is the call for the old reliable and indispensable article of cleaning—the Broom.

While the demand at this season of the year is insistent, and the dealer is enjoying a good run of business, he should be quick to realize the immense advantages of accelerating this branch of trade, the possibilities of which are unlimited. In this connection, the judicious display of household goods and the pointing out to customers of the advantages of purchasing large stocks of these goods before leaving the city for a protracted period, have been arguments which have proved valuable in increasing sales in these lines.

In order to secure information which might assist dealers to better sales in the lines of brooms, in view of the greatly increasing prices of this article, CANADIAN GROCER sent out to representatives of the trade throughout Canada, the following queries:

1.—Do you find that the increased price has materially cut down the sale of brooms?

2.—Do you find that the purchasers of brooms, ask for any particular broom; that is under any trade name?

3.—What kind, quality or make of broom do you find the most popular?

4.—Do you find that because of the high prices your customers are buying cheaper lines of brooms?

5.—What arguments are you using to induce the purchase of a first class article? For instance a customer comes in to buy a broom, and you show her brooms at 30 and 50 cents. If the question is asked, Why the difference in price? How would you answer?"

The answers to these queries were largely representative of the trade, and demonstrated that the situation had been well covered. Perhaps the chief variation of opinion was evidenced in connection with the first question, for slightly more than one-half of the dealers were of the opinion that the sale had been curtailed by the increased prices and in the case of N.B. Laroche of Ste. Croix, Quebec, the cut in the sale was reported to have reached as high as 25 per cent. Some suggestions as to the reason for the cut in sales were to the effect that the increased prices have prolonged the normal life of the broom and the old broom is being made to last a little longer than formerly.

A unanimous opinion in the negative was recorded in connection with the query as to whether any particular broom was asked for, and equally unanimous was the opinion that the name on the broom made no difference as long as the quality was good and the price right, and the general tendency seemed to indicate a well defined preference for the better article. Dr. Laprade, of Carleton Place, expresses the general opinion of the trade in the words, "quality first and then the price."

The information which may prove the most valuable in helping the dealers to increase his sales of brooms, is that in connection with the lines which have proved most popular, according to the experience of the dealers mentioned herewith. While it is well nigh impossible to secure an opinion with any degree of unanimity on the subject, the majority of dealers found that the broom retailing at from 35c to 50c was the most popular from the standpoint of price, while the broom of medium weight usually of four strings, and of No. 1 quality, proved the favorite in other considerations. In some quarters a slight inclination towards the lighter brooms of three strings was also noticeable, though its use was restricted chiefly to very light housework. Again in reference to this query the value of Quality seems to be the outstanding feature, and many dealers reported that the best quality broom was always the most popular.

As to whether the cheaper lines of brooms were being purchased owing to high prices, the opinion again was almost decidedly negative. Fifty per cent. of the dealers reported that customers were not buying the cheaper arti-

cle, while twenty-five per cent. thought they were. The remaining twenty-five per cent. expressed the opinion that if the cheaper lines were being bought the trade was hardly noticeable.

The insistent demand for Quality, which seems to be the keynote in the selling of brooms, is again most apparent in the matter of arguments inducing the purchase of the first-class article. The quality of the broom corn, workmanship and finish appear to be the most essential points in the matter. In the advancing of reasons for the difference in price of two respective brooms, W. Fawcett & Son, Moose Creek, Ont., state that sufficient reason is found in the "scarcity of broom corn and labor."

P. J. Kenny, of Algoma Mills, Ont., who finds the four-string broom most popular, states that "weight and other qualities" are his chief arguments in selling the first-class article.

A. E. Hurd, of Ayre's Cliff, Que., reports a slight falling off in the sale of brooms, and finds the most popular kinds are the 35c. and 50c. variety. He is also a firm believer in taking time to explain to his customers the advantages and disadvantages, and the difference in quality of two respective articles, and he finds their better judgment favors higher class product.

"If the broom is good and the price is right, it finds sale," says Thos. Reid, of Nakusp, B.C., who also points out to customers the difference as to fibre, stretching and binding, when selling the high-class product. "It is easy to sell quality," he says.

R. W. Forrier, of Kenora, Ont., finds a constant preference for the "best article," and finds the medium weight broom of fine grade corn the most popular.

In some cases an expression of opinion regarding the queries was not forthcoming, owing to the fact that some dealers were either far-seeing enough or lucky enough to have laid away a store of brooms, and hence are enabled to eliminate from their list of troubles the vagaries of the broom market. G. A. Gillespie, of Dunbarton, Ont., who comes under this latter category, can sell any kind of broom as long as it is reasonable in price. Very little argument as to price is necessitated, owing to his ability to sell the best goods cheaply, having laid away a supply one year ago. Also included in this small group is A. A. McCormack & Son, of Pelee Island, who have not noticed any substantial curtailment in the sale of brooms, and are doing good business with the 40c. and 50c. product. The difference in size, quality of the broom corn, and the number of strings, are the chief considerations in encouraging the purchase of a first-class article.

"They are all trying to make the old broom last as long as possible," says Albert W. Lloyd, of Stratford, Ont., as a reason for the cutting down of sales. He does not find that any particular make of broom is asked for, but on the contrary if the product is of good quality, he says it is no object who the maker is. He does not find that customers are buying the cheaper lines, and says the medium weight broom is enjoying the most popularity. By employing similar arguments to those enumerated above he finds that he generally sells the "better article."

Contrary to the above case, P. S. White, of Peterboro, has found no curtailment in the broom trade, but states that he has found the light brooms more popular with the ladies and the heavy brooms more so with the men. He also differs in the respect that his arguments to induce the purchase of a first-class article are not only based on the quality of the corn straw, but are chiefly based on the make of the broom. Messrs. Puppel & Co., of Elmira, Ont., have also noticed the general tendency of their customers to purchase the high-class product when they have pointed out the advantages of superior quality.

The higher priced broom is the best seller in Meaford, Ont., according to Ellis Bros., who report that the finer corn, which does not break, and the better made handle, of the superior product, are sufficient arguments in its favor.

"Quality and better workmanship are usually easily recognized when there is a difference of twenty cents in price," says G. McDonald, of Richmond Hill, who has found no falling off in broom sales. In his business he finds the No 1 quality broom is enjoying the greatest run of prosperity. Like the foregoing case, Kerr Bros., of Fort William, have found no decrease in the number of broom sales, and find the broom with both weight and good quality is the most popular. They are also strong believers in the "personal touch" and take time to demonstrate to the customer the variation in quality of the straw and handle, as well as the general make of the product which is undoubtedly of a higher order in a better class article.

Freight and Passenger Rates Will Probably Increase

Canadian Railways Petition for Increase of 15 Per Cent.—Claim This Increase Will Not Cover Increased Cost of Coal—Statement of Increased Items of Cost.

IN a leading article appearing in the Financial Post of last week, it speaks of the application of the Canadian railways for an increase in freight and passenger rates, as the natural climax to developments that have been taking place in Canada and throughout the world as a result of war conditions.

The 15 per cent. increase that is being urged is being asked for under the authority given by the War Measures Act, so that there may be no undue delay in obtaining the new rates should it be decided to accede to the request of the railway companies.

The railway companies complained, and in their appeal have put up a very strong case, proving that the added 15 per cent. will only cover a part of their increased costs. The Canadian railways, it is understood, will produce proof that the increase asked for will not cover the actual increased cost of coal for the year 1917, which is based on the figures of actual contracts entered into by the railways for the ensuing year.

Mounting Costs of Railroads

The accompanying is a vivid illustration of the case presented by the railway companies, the actual percentages of increases over the running costs of the year prior to the war is noted under each date:—

	% over 1915	% over 1914
Coal	82½	..
*Locomotives	22	48½
Box cars	25	80
Joints	100	100
Bolts	27	82
Spikes	18	64
Steel plates	112	303
Steel springs	40	184
Steel, iron and bars	45	140
Castings, brass	8½	67
Castings, grey iron	75	50
Castings, steel	77	102
Castings, malleable	80	180
Tire steel	130	150

*Locomotives in 1917 100% higher than in 1913 before the war.

Claim Increase Asked Will Not Cover Increase on Coal

With an advance in coal alone of 82½ per cent. for the one year, it is evident that even with the increased earnings of the different companies that they are face to face with a very trying situation, and it is more than likely that their petition will be granted. It is pointed out by the Post that these increases total very high figures. Take as an example the Grand Trunk Railway, these excess charges over the charges of last year will reach $10,000,000, half of this amount being in the item of coal. Another large item is the increased cost of labor, an increase already agreed upon, which for this road will reach over $1,500,000.

Some of the arguments of the petition are noted herewith:—

"The applicants claim that under the present revenues and rates applicable to their enterprises, it is impossible to adequately sustain their service, to make needed betterments, or to meet the enormous decrease in net operating income attributable to the very substantial increased cost of fuel coal, materials, supplies, equipment of all kinds, and wages entering into the maintenance and operation of their railways.

"Since the rates of the railway companies are absolutely fixed under the

(Continued on page 23.)

Working Towards Real Prosperity

A Grocer Whose Books Advise Him of Esssentials — Careful Investment at Home is OK If You Know About It— An Interesting Story

By Henry Johnson, Jr.

THIS correspondent wrote me before my bookkeeping story was complete. Perhaps he got something out of it later on. Meantime, he has a pretty good story of his own:

Indiana, Feb. 10, 1917.

Dear Sir.—I write to let you know how I appreciate your articles in CANADIAN GROCER, I always looked for it first out of four papers I take. I also enclose a copy of my system of keeping account of my business. My school days were limited to from 7 months in the earlier years to 2 or 3 months later, in the district school. I never studied bookkeeping in any form.

I started in business thinking that buying, and selling for a little more, was all that was necessary; but after eight or ten years I found that I had no more than what I started with. So I decided that I must do something and I came to the conclusion, as you wrote recently, that I must take cash out of the business. To find out how much I started this system, and while not complete it answers my purpose.

I am taking out $50.00 per month regularly, and putting it in Building and Loan Ass'n. stock; and when I find my cash is getting large, I take out a lump sum.

My sale and expense accounts for the following years are as follows:

SAMPLE OF ACCOUNT LEDGER
January, 1917

	Exp. House	Exp. Store	Mdse.	Total Pd. Out	Cash Rec.	Cash Bal.
1. Milk, 2.12; Brd., 2.50	.....	.....	$ 4.62	$ 4.62	$ 53.12	$948.50
2. Milk, 2.53; Brd., 3.12; Lettuce, .80	.....	.....	6.45	6.45	78.05	1,020.70
3. Light, 5.12; Coal, 7.20	6.16	6.16	.....	.....	.....	.....
Milk, 2.45; Brd., 3.25; Potatoes, 9.00	.....	.....	14.60	26.92	32.20	1,025.98
4. Milk, 2.10; Brd., 4.00; Horse Feed, 4.50	.....	.....	10.60	.....	.....	.....
ACGroc. Co., 82.27; Boys, 3.15	20.25	3.15	82.27	96.02	42.54	972.50
5. Repairs at 6.10, 6.03; Milk, 2.00; Brd., 3.40; Meat, .40	.....	.....	5.80	26.05	20.75	967.20
6. Milk, 2.50; Brd., 4.00; Lett., 1.25; Eggs, 2.00	.....	.....	9.75	....	.....	.....
Butter, 3.75; Prod., 12.85	.....	.....	16.60	....	.....	.....
Help, 15.00; Delivery, 12.00; Ice, 22.00	.....	49.00	.....	.....	.....	.....
Bldg. and Loan Shares	550.00	.....	.....	635.35	110.50	442.35
Totals for week	$776.41	$68.31	$150.69	$795.41	$337.76	

	1914.	1915.	1916.
Personal, or House Expense, not including what we eat or drink, 6 adults	$ 2,135.41	$ 3,192.75	$ 3,377.92
Store Expense, not including feed for two horses	1,607.73	1,713.48	1,694.25
Merchandise	19,160.43	18,714.57	22,206.92
Merchandise, total paid out (?)	23,103.57	23,620.80	27,279.06
Cash Receipts (?)	23,407.67	23,660.10	2,646.95

Everything I buy or pay for goes in one of the three columns. I own the store building and residence adjoining. I pay one deliveryman $12.00 per week. My daughter helps in store when busy; allowing her $15.00 per week, I get the balance.

Hoping this will help you to get a shorter system in working order, for such men as I that do not have time, or inclination, to work the longer style; and thanking you for many articles printed,

Yours truly, a Fellow Grocer,
R———F———.

Explanation:—Residence and business bldg. are lighted and heated from same plant, so I charge half to each, see two items of $6.16 on Jan. 3rd. We sell horse feed, so cannot keep separate account, but estimate feed for two horses. Repairs to building and a tenant house indicated on 5th. On 6th had a chance to buy some bldg. and loan stock and thought I could spare the money.

Some Instructive Deductions from Somewhat Obscure Statement

First, I do not know what my friend started with, but evidently he is comfortably fixed now; for he owns his store and residence, and he mentions a "tenant house." For a time unstated he has been putting $50 monthly into B & L stock and shows above the lump purchase of $550.00 worth—he "could spare the money." Hence, whatever criticisms may be justified by shortcomings of form have to do with form only—for there is plenty of evidence that this man gets his share of the substance.

There is an error, evidently, in the first tabulation—the last item of Cash Receipts. There I find written $2646.95. I am sure that should be upward of $27,000. Probably $27,646.95 is what he meant to write.

Right above that is the item which I read as "Mdse, total paid out," which may be total paid IN, or total sales. This last seems the more likely interpretation. On the second tabulation, under January 5, occurs the item of $20.25 with nothing in the detail column to correspond. I think this is due to oversight in making copy for me.

But those are small matters. What counts follows:

In 1914 the gross spread between purchases and sales was only 16.30 per cent., according to the record; except, that the household ate in addition to this showing; but the important point here is that only 7 per cent. went for expenses, evidently including that $15 he pays his daughter per week. The House, including savings, get upward of 9.30 per cent. this year.

In 1915, the spread was much more liberal, due probably to the steady enhancement of stock values. It looks like this man is good merchant enough to follow the market UP as well as DOWN. Of the total spread of 20.80 per cent., 7.30 per cent went for expenses and the House corralled 13½ per cent.

In 1916, the gross spread was only about 18½ per cent., but sales were much larger and expenses even less than in 1915; so expense got only 6 1-5 per cent. while the House got 12.⅜ per cent.

Keeps Things Close Hauled

No figures are given us showing what this man started with; nor what stock he has now; nor at what he values his possessions now; nor what his various properties are worth, nor the rentals received. And I do not find any method whereby he compares one year with another as to resources and liabilities. The outstanding facts are; that he takes money out regularly and that he does not take more than he can take steadily; so he has the habit and system, and does not do it spasmodically. And I feel that he has accomplished all this mainly through keeping his figures before himself. That's the main thing—that we keep posted intimately on details.

SUBSTITUTE FOR TIN CANS

To meet the threatened shortage of cans the United States Bureau of Standards is investigating the merits of substitute receptacles of wood and fibre coated with paraffine. Investigation so far has disclosed that it is commercially economical to use fibre containers for many liquids now put up in tins.



Make Your Walls Pay Rent

THAT blank space on your wall, *put it to work!* It costs you money, why not make it pay you a profit?

The FIVE ROSES show cards and posters are the best of Silent Salesmen. They draw no salary, but they are on the job every moment the housewife is in your store. This is only a miniature of one of the famous FIVE ROSES *baking* cards. It stops the roving eye searching for a buying suggestion. It suggests baking, and baking suggests buying not flour alone, but every single baking ingredient you carry.

Give your customers something to look at while you are serving somebody else. Something that will not merely brighten your walls, but will suggest buying.

We have a few of these store cards left for alert dealers. Shall we send you a set? These four cards will give you an idea of the profit opportunities in the "baking suggestion." Fill in the coupon, and mail at once.

LAKE OF THE WOODS MILLING CO., LIMITED

MONTREAL

Mail To-day

COUPON FOR THE FAMOUS FIVE ROSES BAKING CARDS

As per your offer in CANADIAN GROCER, please send me one set of the FIVE ROSES Baking Cards. I believe the buying suggestion will prove very profitable, and increase my general turnover.

Name .....

Address .....

City .....

Royal Acadia Sugar sells well everywhere



And no wonder, when you consider the peerless quality that has ever distinguished this delicious sweetening medium.

Royal Acadia is all purity—*EVERY GRAIN PURE CANE.* It's a seller, a profit-maker, that should be well displayed in every Grocery Store.

Try it. In 2 and 5-lb. cartons, 10, 20 and 100-lb. bags, half barrels and barrels.

The Acadia Sugar Refining Co., Limited

HALIFAX, CANADA

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
846

Ask Us For
Wrapping
Papers

10,000 Rolls and Reams
and
Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg

Baking Powder and Tea Standards Required

Considerable Adulteration in These Products Exposed by Government Reports—Prepared Mustard Also Included in "Adulterated" List

AN official Government bulletin on "Baking Powder" presents a report, the object of which is to establish a standard for available gas, below which amount the article shall be held illegal. In some of the States of the American Republic, as well as in Western Australia, a minimum limit of 10 per cent. of gas has been fixed for a legal baking powder. Inspections of powder as carried out by the Department of Inland Revenue indicate an increase in the average percentage of gas from 8.17 in 1889 to 11.91 in 1915. Figures for the last two years indicate that 82 per cent. of the collection for 1915 and 88 per cent. of that of 1916 yielded more than 10 per cent. of gas.

Baking powder which has been so badly made, or which has deteriorated so as to be incapable of yielding a reasonable volume of gas, is necessarily disappointing to the baker, and, beyond fixed limits, which should be legally defined, must be regarded as fraudulent. Normal baking powder is expected to yield from 12 to 13 per cent. of gas when freshly made. The nature of a mixture of bicarbonate of soda with any acid substance is such that gradual interaction of the components must occur on prolonged keeping; and unless kept very dry and cool this interaction may be quite rapid and result in the loss of so considerable an amount of gas as to render the article valueless for baking purposes.

Adulteration in Evidence

The addition of albumen to a baking powder would increase its value, but the addition of the small proportion which has been found is plainly for the purpose of fraud, in that its action is to cause increased froth on the addition of water, thereby furnishing the vendor with a means of demonstrating apparent superiority.

Other adulterations found in some baking powders is the addition of wheat flour rich in gluten; casein, or other proteid matter and a yellow dye, used to simulate egg-yolk and deceive the purchaser. Other egg-substitutes found on the market consist of casein with flour, some fat and a little sugar colored with yellow dye.

The report of the Chief Analyst urges that all such articles should bear a plain statement of composition on the label, and that the employment of dye should be forbidden.

Legalizing of Tea Standards

In a report on tea, the Chief Analyst advocates the legalizing of standards, in order to protect Canada from becoming a dumping ground for tea unable to find a market elsewhere. Under Section 26 of the Adulteration Act provision is made that the Governor-in-Council shall from time to time establish standards of quality, but as yet no action has been legally fixed. An Order-in-Council dated September 11th, 1884 contains the regulation that tea is considered adulterated if it contains leaves other than those of the tea-plant, or leaves of inferior quality which would reduce the amount of extract to less than thirty per cent.

The result of systematic inspections of tea which had been made by the department from 1904-1913 justified the statement that there was no noteworthy aduleration of tea in Canada, due chiefly to the Customs control of importations; but that there were no doubt great variations in quality.

Eight samples under examination by the Department, indicated a mean extractive percentage of less than the required thirty per cent.. and would most probably be found to be adulterated if stipulated standards were put into effect.

Mustard Found to be Adulterated

As result of representations made to the Department of Inland Revenue to the effect that adulteration of prepared mustard is practised by manufacturers, an official report upon 124 samples has been issued by the Chief Analyst. No standards for prepared mustard have been legalized in Canada and the adulteration is the result of the use of starch, turmeric and pepper instead of mustard.

While the term prepared mustard, implies the presence of mustard, its other consistency is not clear, and it is probable that there are as many formulas for the preparation of the article as there are manufacturers of it. For this reason, the only course open is to forbid the use of certain substances in the manufacture; or even to legalize a fixed formula for the article, but as long as only wholesome materials are used, the manufacturers should be given a free hand.

The examination of fourty-four samples indicates that even the manufacturers differ as to the composition of prepared mustard, and as no harmful ingredients have been found it is not proposed to enforce any restrictions on the manufacture, other than that the preparations advertised as containing mustard shall actually contain this article.

SOMETHING TO PASTE IN YOUR HAT

Canning Prices Will Probably Remain High—Don't Count on Tomatoes to Sell Less Than 18 Cents, or Peas and Corn Less than 12½c at Least

In looking ahead and figuring out business for the coming year, the merchant had better face the situation squarely, and base his plans on probable prices. It is no use looking for any material curtailment in food prices. Food is scarce and is getting scarcer daily. Take canned goods, for instance. These were thought to have reached a record level last year. Just what they will be during this season it is early yet to state. This much may be said, however, and it is something that the grocer can paste in his hat and keep for future reference. There will be no tomatoes to retail less than 18 cents a can and no corn or peas to retail at the very minimum at less than 12½ cents. In stating these figures, be it remembered that these are a minimum and it is within the bounds of possibility that they may not be able to sell nearly as low as that. There is first of all the tin plate situation, one of the most serious situations that has faced the canning industry for many a long day, and no one knows yet whether or no there will be enough cans available to handle the available crop. No one knows either if there will be a big crop to handle. If there is not a considerable reversal of the present weather in very short order, the canning trade will be facing the same actual crop shortage that they faced last year. It is only a matter of a few weeks now before the situation will be fairly well known, whether there will be a normal crop or not. Whether there will be a sufficiency of cans or not. In the meantime the grocer will do well to trim his sales to the strong probability of as high or higher prices than last year.

SOME INTERESTING NEWS NOTES

Word from California states that unprecedented prices for dried fruit are in prospect this year on account of war conditions. Much fruit has already been signed up at 12c to 15c. The average price on apricots runs from 6c to 10c, and the present offering is the heaviest since the first year of the industry.

It is stated there are over 2,000,000 carcases of sheep in refrigeration in New Zealand that cannot be shipped to Europe for lack of ships. It is expected by the end of this month the number in cold storage will be at least 3,500,000.

Tests made by London bakers some time ago showed that Canadian No. 1 hard wheat grown in the West contained about 10 per cent. more albuminoids than the best European brands. It was found that one hundred pounds of Canadian flour made more good bread than the same weight of any other flour.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.

ESTABLISHED 1886.

The Only Weekly Grocer Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - *President*
H. T. HUNTER - - - *Vice-President*
H. V. TYRRELL - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES:

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1255. Toronto—143-153 University Ave., Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, Room 626, 111 Broadway, New York. Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, MAY 4, 1917 No. 18

EDITORIAL BRIEFS

SIR ERNEST SHACKLETON, speaks of the war as the great Adventure, and this on the eve of his departure for France. Sir Ernest Shackleton is probably right. He is a great adventurer himself and should surely know.

* * *

HOLLAND is clamoring for dried fruits for food, and it has been arranged to supply her with 10,000 tons, through the Netherlands Overseas Trust. This is a chance for Canadians to get a market for much of the coming apple crop.

* * *

MEAT packers are beginning to fear for their supplies. They are urging the Government to institute two meatless days a week. Well it probably wouldn't hurt anyone to eliminate meat from the menu twice a week, especially in view of the present price of that same meat.

* * *

GUATEMALA the little Central American Republic has joined the cult against the Kaiser, and has sent the German Attache packing. Guatemala wanted to be lined up beside the United States, so President Estrada broke off diplomatic relations with Germany. The American action has had a marked effect on this hemisphere.

PRESIDENT WILSON'S WORD TO THE MERCHANTS

FROM President Wilson's war proclamation we take the following words:

"This let me say to the middlemen of every sort, whether they are handling our foodstuffs or our raw materials of manufacture or the products of our mills and factories: "The eyes of the country will be especially upon you. This is your opportunity for signal service, efficient and disinterested. The country expects you, as it expects all others, to forego unusual profits, to organize and expedite shipments of supplies of every kind, but especially of food, with an eye to the service you are rendering and in the spirit of those who enlist in the ranks, for their people, not for themselves. I shall confidently expect you to deserve and win the confidence of people of every sort and station."

They are good words and give to the merchant the meed of praise that in so many instances is distinctly his due. The simple statement that the merchants who do not attempt to enhance prices in these trying times, are doing a "signal, efficient and disinterested service." Is a pleasant reversal of the usual tune.

You are liable to achieve more by words like these than by the futile, ill-judged charges emanating from the Department of Labor at Ottawa.

ADVERTISING DISCOURAGES INFLATED PRICES

AN investigation into the influence of advertising on prices of commodities, has brought out some very significant facts, among which is the statement that goods that are advertised are most likely to be sold at a just price. The investigation, commenced owing to the extensive agitation over the high cost of living, has proved that the inflated prices of commodities are not alone due to the natural causes of supply and demand, but in large part are due to the fact that the public has been shamelessly victimized by speculators and is powerless to protect itself. Exploiters have profited by their own ability to conceal the real costs and working in the dark have been thus enabled to make enormous profits in violation of every principle of justice and fair dealing. And in most cases the law is powerless to reach such unscrupulous pirates.

It is a well known fact among the nation's advertisers that advertising is the cheapest and most effective method of marketing products, and in confirmation of this situation it is significant that it has been found that many of the big advertisers of the country have been able to reduce the price of their products or else to improve the quality without reducing the selling price. The experience of large advertisers who have profited by making known to the people the prices of their products, is in direct refutation of the common delusion that "advertising adds to the prices of the goods" and that "the manufacturer can sell his goods cheaper by not advertising." The truth is that the business man who does not advertise, throws away deliberately the most effective means yet devised for reducing the cost of selling.

In support of the contention as to the effect of advertising on selling prices, it is plain that as between prices that are manipulated in the dark, and those which are maintained in the light, the latter are bound to be the ones that are just and fair.



THE POILU AND THE GROCERY STORE

A Strange Account of One of the Unusual Activities of the War.—Co-operative Grocery Stores Within the Sound of the Guns

It was in a picturesque glen of the Argonne forest, writes a correspondent from the front, that I first ran across one of the co-operative stores that are being multiplied at the front.

The poilu has settled down to trade, within the very range of the guns. Perhaps it is merely as a matter of relief from the deafening horror just before, that has driven the Frenchman back to his ordinary walk of life. Be that as it may, the co-operative stores behind the trenches are being rapidly multiplied and are materially helping to soften the conditions of life in the French armies.

In a hollow under the trees less than a mile from the front, two large sheds were set up, one for the store and one for the living quarters of the men in charge. The heart of the enthusiastic merchant anywhere might well have leaped to see the groups of poilus carrying away their parcels, and to hear from the manager the proof of the immediate success of the venture. The store had been open only six weeks, but was doing a business of $1,500. Of course, there were days when business languished. Days when the sound of the guns grew louder, and the long line of ambulances began to crawl back past the little sheds in the wood, but these days were soon forgotten in other brisk days following.

There was no lack of skilled management for these and other stores, so they have become an institution of the French army, doing much to alleviate conditions. The diet of the French soldier is bare of everything except the necessities and he was dependent upon the few delicacies that could be sent from home on the occasional visits of extortionate peddlers, until these stores arose to meet the need. The managers are soldiers who in civil life had been managers of large stores, and they take pride in the efficiency of their management. These stores are actually a part of the soldier's life. Each division has its own organization. The original outlay was financed out of the soldiers' savings on their food allowance. Profits are set at 3 to 4 per cent. of the purchase price. The excess profit, after repayment of the advances, are used for the relief of the families of needy soldiers.

The system has spread throughout the whole French army and the stores on the edge of "No Man's Land," are not the least unusual of the sights of "The Great War."





FREIGHT AND PASSENGER RATES

(Continued from page 19.)

Railway Act, the applicants are powerless to increase their revenues, to equalize or even to approach the equalization of this increased cost in fuel coal and other commodities, and they are faced with a probable deficit in net operating income unless immediate relief is granted.

"Substantial increases in both freight and passenger rates are therefore imperatively necessary, and the emergency requires that the relief granted should be made in the most expeditious manner and with the least possible delay.

"If advances in rates be proposed and filed with the Board in compliance with its present rules governing the publication of tariffs a long delay must necessarily ensue before such tariff publication can be prepared and made effective, and for these reasons it is deemed expedient that any advance permitted should be made by virtue of the War Measures Act and that the Board upon the passage of any Order-in-Council as may be recommended by the Board should permit the publication of flat percentage advances to existing tariffs by supplementary tariffs filed with the Board, and that such supplementary tariffs should be published and made effective at the earliest possible moment."

WHAT IS A NAVEL ORANGE?

(Continued from page 17.)

the cleaning of the fruit. This is usually done by passing the oranges through washing machines, which are equipped with soft brushes. Clean, warm water and washing powder are used in the process of cleaning. The fruit is then rinsed with cold water.

The oranges are dried by means of a heavy blast of air. The entire process of washing and drying occupies about 30 minutes. They come from the dryer directly onto the grading tables and are graded as to size and carefully inspected for marred skins and unsoundness. Then follows the process of wrapping, packing and shipping. Oranges are wrapped and packed in boxes by women who are very expert and rapid at this work.

The whole purpose behind the careful handling of oranges is to give consumers throughout the country the best product possible and to put the industry as a whole on a firm financial basis.

NO CANS FOR NON-PERISHABLE GOODS

The American Can Co. notified packers during the week that no more cans will be furnished by them for packing canned kraut, soaked peas, baked beans, hominy, and spaghetti. This is going to bring about a practical shut down of packing operations on the above goods, and as a result packers will naturally withdraw offerings of the above articles. There is a rumor that the American Can Co. have received instructions from the Government to cease selling cans to packers for packing the above.

SUGAR TRADE INTERRUPTED

A serious interference in the sugar trade between Cuba and the United States, as a result of the entry of these countries into the war, is foreshadowed by the retention in Cuban ports of several vessels engaged to carry sugar cargoes to the United States, owing to the refusal of shipmasters and crews to sail. The latter's claims are based on the war cancellation clause in their contracts, which renders them void in case of war.

THE TIN PLATE TRADE SITUATION

(Continued from page 15.)

with his outlay for cans almost double that of last year. Some of the smaller factories have not been able to see their way clear to face this situation and will do no business during the coming season. Moreover, can makers are assuring the canners that it is imperative that their orders should be delivered almost immediately. They are unable to get expert workers on cans, and consequently they are not, even at present, able to produce up to their capacity, and they definitely state that they will not be able to meet the demand of the heart of the canning season. Far-seeing canners are taking this advice and putting their cans in at the present prices, figuring that a few months' outlay will be well repaid by an uninterrupted canning season.



The gathering of returned soldiers at the banquet given to th em on Monday night last by the W. G. Patrick & Co., Toronto.

Returned Veterans Royally Entertained

W. G. Patrick & Co., Ltd., Toronto, Entertain Returned Wounded Soldiers in Spacious Sample Rooms.

Special Staff Correspondence

Toronto, May 1.—A dinner fit for a king was served to one hundred and twenty-five returned soldiers (most of them amputation cases), by W. G. Patrick & Co., Wellington street. The boys thoroughly enjoyed the dinner and the splendid programme arranged for them. W. G. Patrick & Co. deserve credit for the idea and the perfect organization of salesmen and office staff, under Roy Gee, who looked after the soldiers' interests and saw that they lacked nothing in the way of "eats" and smokes.

Mr. Patrick intimated at the start that there would be no speech-making, and that his main wish was that they should all enjoy themselves. He stated that the men from this establishment who went overseas are still on the pay roll and their jobs were ready for them when they returned. Mr. Patrick maintained that if all manufacturers and wholesalers would adopt this method it would soon solve the returned soldiers' problem.

He also mentioned that their supply of H. P. sauce had been cut off from Canada to enable the manufacturers to supply the men in the trenches, and that their trade in France had grown to such dimensions that they had to adopt a special label printed in French. W. G. Patrick & Co. will entertain another 500 returned soldiers in the near future.

Among others in the programme were noticed artists well known to the grocery trade, such as: W. Aston, Ricketts' (Oversea), Ltd., elocutionist; F. E. Robson, manager Loblaw Stores, Ltd., elocutionist; Mrs. Barron (Bessie Bonsell), wife of Geo. Barron, grocer, soloist; Mr. Matthews, manager, Huyler's, Ltd., elocutionist; Miss Thompson, of W. G. Patrick & Co., elocutionist; Fred Booth, of Pringle & Booth, legerdemain artist.

Mr. Turnbull, manager of Nasmith's, Ltd., proposed the toast to the King, which was ably responded to by one of the soldiers just back from the trenches.

Notes from Dinner

Tables nicely decorated with snap dragon.

Many table delicacies on menu were from the stock of W. G. Patrick & Co.

One poor chap had to be carried in as he was minus both legs.

Mr. Aston made a hit with his "Wreck of the Hesperus" stunt.

Everything went off like clockwork; evidently efficiency is one of the mottoes of this firm.

The pretty stenographers checked the soldiers' coats and hats much to the delight of the men.

As one poor fellow who had lost an arm, remarked, "Everything from soup to nuts."

In front of every soldier's plate was a package of smokes neatly tied with ribbon decorated with small silk British flags.

IMPORTANT FISHERY MERGER

New and Energetic Measures to be Adopted to Increase Output—Some Details of the Merger

One of the most important events in the fishery trade of the Eastern Provinces was announced this week when it was made known that a million dollar merger of several of the largest plants had been effected, taking in plants in New Brunswick, Nova Scotia, and Quebec. The new corporation is known as the Leonard Fisheries, Limited, with head office in Montreal, and branches throughout the three provinces, and with authorized capital of $1,000,000.

The concerns which have united are Leonard Brothers, of St. John, N.B., Montreal, and Grand River, P.Q.; the North Atlantic Fisheries, Ltd., of Port Hawkesbury, N.S.; Matthews & Scott, with plants at Queensport, Canso, and Eastern Harbor, N.S., and A. Wilson & Son, of Halifax, with branches at Canso, Antigonish, and Petit de Gras, N.S. The concerns are among the oldest in the Lower Provinces, and have been under the management of men who have been engaged in the business all their lives.

The new company has been organized with officers as follows:—President, W. F. Leonard, St. John; Managing Director, P. J. Byrne, Montreal; Directors, W. F. Leonard, St. John; P. J. Byrne, S. Y. Wilson, Halifax; R. T. Matthews, Port Hawkesbury, and W. P. Scott, Queensport.

Improved Facilities

The amalgamation will be followed by plans for increasing the catch, as well as for the improvement of the handling, curing and packing and its better distribution. The plant at Port Hawkesbury, which recently was equipped at a cost of $250,000, is said to be the best in Canada and the cold storage plant of Leonard Bros. in Montreal, will be an important factor.

The new company proposes to make use of steam trawlers as soon as they can be secured. A few trawlers of the type now used in Great Britain already are in use on this side of the Atlantic, and the company plans to make their use more general. At present there is difficulty in securing such craft, as the British Government is making use of them for patrol purposes, but as soon as they are available they will be secured for the use of the amalgamated company.

The chief cause of failures in Canada during the past year has been lack of capital, while incompetence has been the principal reason of insolvency in the States. Inexperience has also been a cause in Canada.

HIGH PRICES IN POTATOES BRING THE GOODS

Plenty of Potatoes Yet Available in the Country—High Prices Bring Them to Light—The Farmer in the West Beginning to Unload

At the top of the recent high prices, the CANADIAN GROCER assured its readers that there were plenty of potatoes in the country to take care of the food requirements of the country, and leave a very handsome margin for seed purposes.

Of recent date there has been another effort to suggest a shortage. A shortage does not exist in actual fact, though the fact that the farmer is hoarding the commodity to get the last possible cent, has made it appear as though there were.

Reports from the Western Provinces suggest that the farmer is beginning to unload. Last week the price was $2.25 per bushel. This price started the hoarded supplies moving. They are moving now on to a market that has ceased to hanker for them and consequently they are moving onto a falling market. This means lower prices. It is expected that the price will drop to $1.40 by next week, that will mean the gradual movement eastward, with correspondingly declining prices in those sections that are already fairly well supplied, or have supplies, that may not yet be apparent. There are plenty of potatoes in the country to carry it over till the new crop without any inflation of prices.

GUIDING COUNSEL TO THE RETAILER

Manufacturer and Wholesaler Interested In Seeing Him do Business on Right Principles

Starting up in business to-day, the retail merchant in practically every branch of trade will find ready counsel from those whose customer he becomes, for the manufacturer and wholesaler have found it almost as profitable to study retail problems as to be well posted on the details of their own business. Just as the credit man finds protection in saving a merchant from financial troubles, so the modern wholesaler, realizing the loss he will sustain if his customers are not using proper methods, strives to caution the beginner regarding the difficulties of the trade, and this counsel may be had for the asking from the up-to-date dealer.

At the present time, the retail trade is passing through an exceedingly trying period when old methods are being revised and new and improved systems installed to meet new conditions brought about by increases in price, costs and rents, and the merchant who in the past waited for business to come to him, now has to go out aggressively and take it. The time has gone when orders for merchandise can be placed far in excess of the money to be expended thereon, and when the credit man will overlook the purchase of the first few store fixtures on the payment of only a small part of their total cost; and to-day the wholesaler has a right to demand that his customer shall at least start off free and clear of obligations and under no such handicap of unpaid bills from the beginning.

Another merchandising fallacy which has been discarded recently was to the effect that a store overflowing with merchandise was a store full of profit. The modern idea realizes that it is the turnover that brings the profit, and that the man who can get along with the smallest stock fitted to his needs is the man who is making money. The merchant is at a disadvantage to-day, owing to the increased efficiency of modern selling, the result of apparently cogent salesmen's arguments, is to induce the merchant to load up even to the danger point and beyond. While it may be considered good merchandising to buy in expectation of a scarcity or a price increase, experience has proved that it is best to purchase only within reasonable limits, for probable needs. Anything else is speculation, and unless the merchant has money laid aside apart from his business he should keep away from the gambling game.

All these mistakes and shortcomings of the average retail merchant starting business to-day, would be largely dissipated if a little thought and good judgment were applied to the situation, and by means of comparative figures any indication of trouble could be located and remedied in good time.



Wrong Place.

There was a timid knock at the door.

"If you please, kind lady," the beggar said, "I've lost my right leg—"

"Well, it ain't here," retorted the lady of the house and slammed the door.

True Diplomat.

"Father," said Chester, "what is a diplomat?"

"A diplomat, my son," answered the father, "is a man who remembers a woman's birthday and forgets her age."

Couldn't Blame Her.

Gossiping Woman (intent on slander)—One half the world don't know how the other half lives.

Neighbor (shortly)—Well, that isn't your fault.

An Urgent Invitation.

At the Lambs' Club one night, the members were discussing the tendency of the average comedian to insist that his forte is really tragedy, when some one chanced to ask Billy Crane if he were an exception to the rule. "No," replied Crane, "I can't say that I am. Years ago in the West I tackled Hamlet." "I suppose," the questioner continued, "the audience called you before the curtain." "Called me!" Crane repeated. "Called me! Why, man, they dared me!"

The Modern Method.

Mary, small but up-to-date, had been to tea for the first time with the new neighbors. From all accounts the little girl there had not been at all generous in permitting Mary to share her playthings.

"Well," said Mary's mother when she had heard about it, "if anybody had treated me like that when I was a little girl I should have come straight home."

Mary shrugged her small shoulders.

"Things have changed since your day, mother," she said. "I slapped her face and stayed."

The Inconsiderate Ditch.

Willard and Annie were out motoring, and Annie insisted that he allow her to run the car. After some persuasion, he reluctantly acquiesced, and his fears soon were realized.

"Oh, Willard," the girl cried, excitedly, "take it quick! Here comes a ditch!"

Feared the Worst.

Patriotic Youth: "Yaas, rejected me, they did, just because I'm six months under military age. It'd be a blinkin' nice thing if the war was over by then, wouldn't it?"

A Hint for Brides.

"What do you suppose has come over my husband this morning, Sophia," exclaimed a conscientious little bride to the new servant. "I never saw him start downtown so happy. He's whistling like a bird!" "I'm afraid I'm to blame, mum. I got the packages mixed this morning and give him birdseed instead of his regular breakfast food, mum."

Driving a Bargain.

In the old days when Lou Housman was a newspaper writer in Chicago he fell heir to a pass good for four on the opening day at one of the race tracks. He invited three friends to accompany him. They made the trip in a decrepit automobile of ancient vintage which Housman had acquired a few days earlier in part payment of a debt.

At the gate a ticket taker examined their credentials and permitted the party to drive in. They were just inside the fence when the attendant remembered he had forgotten to collect for parking space.

"Hey! Wait a minute!" he called, and Housman halted the machine.

"It's one dollar for the car," said the man.

"How's that?" inquired Housman.

"One dollar for the car."

"Gimme the dollar," said Housman; "the car is yours!"

Small Fry.

Inquisitive Lady: "And what to you do with all of those submarines when you catch them?"

Naval Officer: "It depends somewhat on their size. We always throw back the little ones."

Wager Spoiled.

"Halloa! Are you Bafy's, the butcher?"

"Yes."

"Well, this is Mrs. Brown's residence. Will you please send me a large, thick steak by twelve o'clock?"

"Well, you just bet your sweet life I will."

"Do you know, sir, to whom you are speaking?"

"Sure I do. You're Jenny, Mrs. Brown's cook."

"You are mistaken, young man, you are speaking with Mrs. Brown herself."

"Is that so? Then in that case, madam, we'll call the bet off."

Optimistic.

Sniper: "I've knocked the spike orf of 'is bloomin' 'elmet—'e's took the top orf o' my bloomin' ear—and it's my shot next!"



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

J. A. Lipsett, of St. John, N.B., has sold to Byron Bros.

Leonard S. Fairweather, who conducted a grocery store in Brussels street, St. John, before he enlisted, was wounded in the Battle of Arras.

Henry G. Spearman, formerly with A. L. Goodwin & Co., wholesale fruits, St. John, has been wounded in the face and admitted to a French hospital.

The wedding of Douglas G. Kitchen, son of H. G. Kitchen, of Kitchen Bros., wholesale grocers, Fredericton, to Miss Lois M. Cross, daughter of W. C. Cross, president of Hall & Fairweather, Ltd., wholesale grocers, St. John, took place in St. John on April 25.

Owing to the scarcity of fish and the fact that many weirs were damaged by spring storms and have not been repaired, few sardine herring have been offering. Those available have been bringing $34 per hogshead, and a record was established when Connors Bros., of Black's Harbor, paid $53 per hogshead.

The provincial prohibition act went into force in New Brunswick on May 1. The entire province, with the exception of St. John city, parts of Kent and Madewaska counties, had already been under local option. Several of the St. John retailers are planning to re-open with confectionery and fruit stores. The grocers are preparing for a new trade opportunity by increasing their stocks of soft drinks, and will push their sales in this line.

Quebec

S. G. Patch, of Millington, is dead.

J. J. Harpell, president of the Industrial and Educational Press, Ltd., is reported in Vancouver lately, having left Montreal on a trip in the interests of the fisheries industry of Canada.

F. E. Payson, sales manager of the Western Packers, Limited, Vancouver, was in Montreal during the past week, and called on the D. Hatton Co., fish merchants, and other business friends.

J. Fred Edgett manager of the Reed Co., Ltd., Moncton, N.B., and Campbelltown, N.B., made a business and pleasure visit to Montreal during the past week, calling on friends in wholesale business circles.

W. M. Lowney, of Boston, who is president of the Lowney Chocolate Co., was in Montreal during the past week, when the directors of the Canadian Company met. Mr. Lowney is optimistic as to the prospects of increased candy business due to the coming of prohibition.

Ed. A. Hawkins, son of J. Hawkins, of the D. Hatton Co., wholesale fish merchants, Montreal, has been spending a short furlough at home, having been granted leave of absence from his regiment, now located at Kingston. He expects shortly to be leaving for the front.

The interior of the grocery store of Nicholas Frankolis, at 9 Dorchester Street West, Montreal, was destroyed by fire this week. The timely arrival of the fire brigade, whose first duty was to awaken many persons asleep in rooms above the store, doubtless saved many lives. It is thought $1,000 will cover the damage.

Ontario

G. H. Ellis, of London, has sold out.

N. Parent, grocer, of Windsor, is dead.

Thos. German, grocer, of Trenton, is dead.

W. M. Curle, of Toronto, has sold to G. T. Jarvis.

J. C. Trebilcock, grocer, of London, Ont., is dead.

R. S. Zavitz, of Grimsby, has sold out to R. W. Furry.

A CORRECTION

An item appeared in the CANADIAN GROCER of April 13th to the effect that "Whitehead & Turner, wholesale grocers, of Quebec, had dissolved. This item is somewhat misleading. The change referred to is merely in the administration of the firm, which is, of course, doing business as usual, though under the firm name of Whitehead & Turner, Limited.

W. J. Stocks, of Tillsonburg, has sold to C. N. Sterling.

J. M. Stratton, of Fort William, is discontinuing business.

Wm. Alde, grocer, of Hamilton, has sold to J. T. Wild.

J. M. Baxter, of Port Arthur, has discontinued business.

T. J. Somerville, of Ottawa, is opening a branch store.

A. S. Grandmaison, of Ottawa, is retiring from business.

Sepha Donner, pioneer grocery merchant, of Orangeville, is dead.

Jos. Simpson, recently in the grocery business in Midland, is dead.

Laing Produce & Storage Co., of Brockville, has received a charter.

T. A. Ranger, of Picton, has been succeeded by John Cousineau.

Austin & Grice, of Oakville, have sold to Harry Smith, Toronto.

Chas E. Shaver, grocery and meats, Hamilton, has sold to Miss I. A. Bingham.

Hillbrook Creamery, of Prescott, has been purchased by T. Eaton Co., of Toronto.

Vair Grocery Co., of Barrie, has been sold to T. B. Crothers, formerly of Georgetown.

William Scott, after fifty years as general storekeeper and grain buyer in Brucefield, Ont., is dead.

Morewood Milk Co., Ltd., has been incorporated with a capital of $5,000 to deal in dairy produce, at Morewood, Ont.

W. A. Rutter, formerly of St. Catharines, has taken charge of the engineering department of Canadian Milk Products, Ltd., Woodstock.

James D. Dewan, representing Geo. Watts & Son, wholesale grocers, of Brantford, is retiring after thirty-six years on the road in Western Ontario.

Western Provinces

A. Bossy, of Sceptre, Sask., has sold out.

Wager & Blackburn, of Winnipeg, have sold out.

T. B. Angus, of North Edmonton, has sold out.

F. Farion, of Sifton, has sold to J. G. Gniazdosk.

Coates Bros., of Saskatoon, have discontinued.

W. J. Publicover, of Calgary, Alta., is selling out.

J. D. Maloney, of Edmonton, has sold to J. Barnes.

D. G. MacDonald, of Portage la Prairie, has discontinued.

John Watson Co., of St. James, Man., are discontinuing.

M. M. Kellough, of Winnipeg, has sold to G. T. Mayes.

Langside Grovery, of Winnipeg, has sold to B. C. Gillan.

O'Neil Uri, of Earl Grey, Sask., has discontinued business.

Laurie Bros., of Winnipeg, have sold to P. and B. Cash Stores, Ltd.

A new flour mill has been announced for erection at Craik, Sask.

R. E. Barbour, of Macdonald, Man., suffered recent fire loss.

McKenzie & Stewart Bros., of Dunkirk, Sask., have moved to Macenod.

Partington & Maulson, of Winnipeg, have been succeeded by C. G. Carter.

The Estate of W. J. Leaf, East End, Sask., has been succeeded by McLeod & Dane.

E. P. Boegel, general store, Sovereign, Sask., has been succeeded by A. Gallman.

J. R. Borrowman, of St. Boniface, Man., is succeeded by Borrowman Grocery.

The Swift Canadian Co., will soon have a new creamery in operation at Vegreville, Alta.

Crok & Watlie, general store merchants, of Hughenden, Alta., have been succeeded by D. A. Coutts.

Burdick's, Ltd., of Winnipeg, has applied to change its name to Ansley, Hallberg, Lewis, Ltd.

W. R. Dryman, sec.-treas. of Dominion

Canners, Ltd., Hamilton, Ont., is expected in Winnipeg this week.

V. McKay, storekeeper at Grand Rapids, signed for overseas in Winnipeg.

John Wall, representing a firm of canners, Windsor, Ont., called on the Winnipeg wholesale trade last week.

The P. & B., Limited, Cash Store, Winnipeg, who have seven stores in the city run on a cash basis, have opened up a new store at 308 Portage Ave., very near to Eaton's.

John W. Horn, manager of the Winnipeg office and plant of the Western Canada Flour Mills, Ltd., left this week for a holiday in British Columbia, calling en route at their Calgary plant. Mr. Horn will be away for a month.

J. Laing Stocks, general manager of the Canadian Canners, accompanied by Walter Lumbers, of the James Lumbers Co., Toronto, called on the Winnipeg wholesale trade last week in connection with the new pack of canned vegetables.

D. L. Davidson, who has been connected for some time with the Mutual Purchasing Co., Winnipeg, left last week for Medicine Hat to take over the management of the Medicine Hat Grocery Co., a wholesale house. Mr. Davidson was formerly with the Weyburn Grocery Co., Ltd., Weyburn, Sask.

E. J. Clark, credit manager for Western Canada Flour Mills, Ltd., Winnipeg, has gone on the road, acting under advice of his physician. Mr. Clark has been suffering considerably from eye trouble, but six months or a year on the road will likely remedy that. His place is being temporarily taken by Mr. Routledge, who has been doing some audit work for the Imperial Bank.

KITCHENER MERCHANTS BANQUET T. H. RIEDER

It was fitting that the newly organized Kitchener Manufacturers' Association should have held its first banquet in honor of T. H. Rieder, a man who for years has been working along lines which are to be followed by the new, but vigorous organization—working in short for the advancement of this remarkably virile city.

T. H. Rieder, as many of our readers will know, has recently been appointed to the Presidency of the Canadian Consolidated Rubber Company, a $20,000,000.00 corporation, attaining this position while still on the sunny side of 40. It has been said that a prophet is not without honor save in his own country. Then Mr. Rieder can not be a prophet, but merely a remarkable business man, for last Saturday night his fellow manufacturers of Kitchener, and many other citizens, did him unusual honor. Over 200 were present at the banquet, and all the speakers called upon by the Chairman, S. Williams, paid their tribute to Mr. Rieder, not only as a business man, but as a citizen. Finally Mr. Williams presented Mr. Rieder with a huge key, "not," as he said, "the key to the city. Not the key to success, that Mr. Rieder had already found, but the key to hearts of all members of the K.M.A."

Mr. Rieder seemed to forget for the time all about the Rubber Company and himself and spoke of Kitchener, to date his home city. There was need, he pointed out, for preparation for after the war conditions, and the best preparation, he believed would be for the community to invest heavily in its educational institutions. This would assist the Empire in the great commercial and industrial strugle which is to come. "I feel," he stated "that the time is coming when industries will not go to a place because of bonuses, tax exemptions etc. If you have the educational advantages, industries will seek you. If you properly educate your young people, industries will spring up from within, which is better than having them come in from outside."

Splendid addresses were also given by Rev. C. A. Sykes, E. C. Kabel, Jas. Acton and R. W. Ashcroft of New York, while the singing, under the leadership of H. Nyberg was a feature of the evening.

MILLION TONS OF FOODSTUFFS LOST

"After making enquiries by cable as to conditions in other countries, it is agreed that there is a world shortage of food," says Dr. C. G. Creelman, Commissioner of Agriculture for Ontario, dealing with the world's food shortage and the campaign in Canada for increased production. "There are ten nations which are not getting as much food as they should, and there are six nations starving," was the alarming statement of the Commissioner, who added that one million tons of food had been lost by the sinking of ships this year. "Sixty million men on the fighting line have gone out of the production class into the consuming class and into the destruction class," said Dr. Creelman, " and it is up to us to send every pound of food we can to the Atlantic seaboard this year. The United States will not be able to produce enough food to feed its own population." Referring to the wheat situation, Dr. Creelman stated that $4 per bushel prices would likely prevail before they are down to $2 again.

A NEW CHOCOLATE COMPANY INCORPORATED

A new company for the manufacture and sale of chocolate and chocolate products has been incorporated on April 17 in the Province of Ontario. The company will be known as the Rockland Chocolate Company, Limited, and will have its head office in the City of Toronto. The company is capitalized at $40,000.

A WORD OF APPRECIATION

CANADIAN GROCER is all right, and I can recommend it to the trade. It is worth much more than the cost of subscription. It is the best magazine of its kind published in Canada.

Yours truly,
J. T. STEEVES.

OTTAWA GROCERS DISCUSS AMALGAMATION WITH R.M.A.

At the meeting of the Ottawa Grocers' Association held in the Board of Trade Rooms, Ottawa, on April 26, there was a spirited discussion as to the wisdom of associating themselves with the Retail Merchants' Association. After a thorough discussion of the pros and cons of the matter it was decided to take no steps towards any affiliation at the present time.

As this was the first meeting since the election of officers, these officers were duly installed, and each in turn gave a brief address.

A pleasant feature of the evening was the presentation of a substantial cheque to the retiring secretary as a mark of appreciation of his past services. Mr. Hurteau thanked the Association for their generous gift and expressed his pleasure at knowing that the work he had done had met with their approval.

The report of the Pure Food Show Secretary was presented and showed a very gratifying progress.

FIRES IN FLORENCE, ONT.—INCENDIARY SUSPECTED

A series of fires broke out in the village of Florence, Ont., early Sunday morning. A number of fires starting at about the same time in various parts of the town seem to suggest that the fires were of incendiary origin. The chief sufferer was the general store of Drew and McIntyre, one of the largest stores in the town. This was almost a total loss, with the loss only partially covered by insurance. The post office at another part of the town, was in flames at the same time. It was owned by John Webster, who was also the owner of the Drew and McIntyre Block.

LONDON PURE FOOD SHOW

London's second annual Pure Food Show was recently held under the auspices of the Retail Grocers' Association, and good success attended the show after getting away with an auspicious opening attended by his Worship Mayor Stevenson. The Association was successful in its endeavors to put on a show of genuine educational value, with the result that many housewives were shown the value and importance, from a health and thrift standpoint, of investing only in foods that are guaranteed to be pure and to give high nutritive value for money expended.

NEW STORE INCORPORATED

Letters patent have been granted to a new company, to be known as Couch, Johnston & Cryderman, Limited, to conduct a general department store in Bowmanville, Ont. The store is incorporated to conduct a business on general department store lines, and is capitalized at $40,000.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

A SERIES of advances in flour during the week sent the price up $1.20 per barrel and makes the price at the time of writing close to $14 per barrel. Wheat reached new high record levels during the past six days, the price of $2.70⅝ per bushel for cash wheat having been reached at Winnipeg. Sugar held in steady market during the week, with an easier tendency in raw sugars on the New York market. Two Canadian refiners who had been out of the sugar market for a week or ten days returned, but would make quotations only subject to the amount they think the buyer was entitled to in the face of his present holdings.

There was a generally firmer tendency in meat products during the week, with advances recorded in live and dressed hogs and some lines of smoked and cooked meats. New cheese was also in firmer market as a result of the announcement of appointment of a buying commission to act on behalf of the British Government. Eggs were higher in price as the result of the desire of commission men to place some in storage and also to the fact that Canadian production has not yet reached its maximum. Some welcome movements in prices were noted in the downward direction, haddock, cod and whitefish being quoted at lower prices.

Beans are in firm market with an eager inquiry for the limited quantities now available. Tapioca is in firm position and advances were recorded during the week. Black pepper and cloves have also been moved to higher levels. Shelled walnuts are quoted higher in certain quarters and shelled peanuts are in very firm position. Teas continue in an acute position and it is estimated by reliable authorities that the shortage for this continent will be between 10,000,000 and 15,000,000 pounds by the end of June. Cocoa and chicory are in firm position, with stocks of the latter getting in narrow compass. Business in grocery lines has continued to be most gratifying to wholesalers.

QUEBEC MARKETS

MONTREAL, May 1.—Flour has set the pace for further increases in many associated lines of food stuffs. The advancing market for flour has been realised by consumers, and it is reported that a very marked demand set in on the part of consumers for flour, this being in turn reflected in the form of further call for flour upon the millers. Business was considered good at the high range of prices prevailing. Cereals show advances, and there has been a call for rolled oats for export, and also for canned tomatoes. Advances are noted in both these lines. In provisions there have been marked advances, and eggs are not any cheaper so far, in fact a shade more expensive though the season of production is on. Teas are still advancing, increases in Ceylon Greens, and Japans having been recorded in the wholesale trade. In fruits and vegetables, oranges are easier, bananas steady, and potatoes on the advancing trend though expectations are (at time of writing) that there will be more potatoes available shortly at lower prices. Cabbages are remarkably scarce and high priced. Advances are anticipated in spices, in jelly powders, and in baking powders. Fish prices are a little easier. Nut prices are all going firmer. There is a growing firmness in dried apples. Molasses prices have advanced by two cents. Bean prices are very high. Rice has advanced again. Export of the following grocers' specialties is to be permitted from Britain: Oils, vinegar, Dried Herbs, spices, curry powders. Absolutely prohibited are pickles, jams, meat and fish pastes, and all forms of canned fish and mats.

Baking Powders Are Likely To Advance

Montreal.

BAKING POWDER.—There is undoubtedly a strong tendency towards advances in baking powder at present. Cost of materials and cost of containers alike are bearing on the market conditions affecting these lines. Before long in all likelihood the general range of prices for baking powders will be something after this style; 16 oz, $1.80 per doz.; 12 oz., $1.50 per doz.; 8 oz., $1.20 per doz.; 4 oz., .80 cents per doz., and 5 lb. tins $8.00. The trade will probably find these prices subject to ten per cent. off on gross lots, and 15 per cent. off on orders of 5 gross or wholesale orders. So far however it may be possible to secure baking powders for some little time longer at the former prices, but the advancing cost of ingredients is almost certain to affect all lines more or less soon.

Jelly Powders Are Showing Firmness

Montreal.

JELLY POWDERS.—There is a very firm tendency to the whole market for jelly powders, largely due to the firmness which developed of late in sugar and in gelatine. Cox's Instant Powdered Gelatine advanced recently to $1.35 per dozen wholesale selling price for the 2 quart size, this being the very first advance made since the war. Other jelly powders are also firmer, though some imported lines, or lines of United States origin are still unaltered in price. Jelly powders retail now at ten cents a package, but the 12½ cent price per package is regarded as one very likely to become effective owing to the advancing cost of materials. Whether all makes will be so advanced or not is a matter for conjecture at present, but the tendency to firmness may be noted.

Sugar Conditions Not Much Changed

Montreal.

SUGAR.—The situation as to sugar remains this week almost identically the same as it was last week. Prices have not altered, and although there is a feeling on the market that almost anything in the way of advances might happen to sugar there is no definite ground for predictions at time of writing. Refiners are very busy with export orders for Britain, and the demand which set in lately for sugar has also kept the refineries busy, though irregular supplies of raw material have caused anxiety from time to time. Just now the same causes and conditions prevail, and the outlook is for steadiness, firmness, and possible advances which will probably come quite quickly and without much warning.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 50
Acadia Sugar Refinery, extra granulated	8 40
Canada Sugar Refinery, extra granulated	8 25
Wallaceburgh sugar	8 60
Special icing, barrels	8 50
Yellow, No. 1	8 10
Powdered, barrels	8 60
Paris lumps, barrels	9 10
Crystal diamonds, barrels	9 10
Assorted tea cubes, boxes	9 10

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs, and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Advances In Canned Tomatoes And Corn

Montreal.

CANNED GOODS.—There have been advances in tomatoes this week, and there is a newly developed demand for these for export to Great Britain. Prices of 3's are now $2.25 per dozen, and of 2½'s $2.15 per dozen. Tomatoes had been going a little slowly of late and one wholesaler has disposed of a large number of cases to a buyer for export purposes. There is considerable indication of higher priced canned goods towards the Fall. Canned corn has advanced this week five cents to $1.80 doz. All the other lines of canned goods show increasing firmness, and further advances are anticipated.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	**3 00**
½ flats, cases 8 doz., per doz.	....	**2 00**
Chums, 1-lb. talls	1 20	**1 45**
Pinks, 1-lb. talls	1 45	1 80
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	**2 70**
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	**2 25**
Canned Vegetables—		
Tomatoes, 3s	....	2 25
Tomatoes, 2½s	....	2 15
Peas, standards	1 25	1 50
Corn, 2s, doz.	....	1 80
Corn (on cob, gallon cans), doz.	....	8 50
Red raspberries, 2s	....	1 75
Red cherries, 2s	....	1 85
Strawberries, 2s	....	2 50
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Apples (gallon)	3 25	3 50

Look For Higher Dried Apple Prices

Montreal.

DRIED FRUITS.—There is a strong outlook for greater firmness in evaporated apples especially since permission to export some ten thousand boxes of Canadian apples was secured in favorofan importer in Holland. Stocks of evaporated apples are very small at present, and some of these changed owners with a resulting advance in prices. Twenty five and fifty pound boxes are quoted now at 13 cents a pound. Bulk dates are practically off the market now, but are higher in price Loose Hallowees are worth 13 cents and Khadrawees 12½ on spot at New York and Chicago. The outlook for prunes, raisins, figs, and the other important dried fruits is continuously firm.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 13
Apples, choice winter, 50-lb. boxes	....	0 13
Apricots (old crop)	0 18	0 19
Slabs	....	0 19
Choice, 25's, faced, new crop	....	0 22
Nectarines, choice	....	0 11½
Peaches, choice	0 11½	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels—		
Citron	....	**0 27**
Lemon	....	**0 24**
Orange	....	**0 25**
Currants—		
Filiatras, fine, loose, new	0 18	0 21
Filiatras, packages, new	0 20	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	0 12½
Fards, choicest	....	**0 12½**
Hallowee (loose)	....	0 13
Excelsior	....	0 10
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	**0 12**
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
6 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 10 oz.	....	**0 09½**
Cal. bricks, 16 oz.	0 10	0 11
Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat	....	**2 40**
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	....	0 13½
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	....	0 11½
90 to 100, in 25-lb. boxes, faced	....	0 11
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels (loose), 2 crown	..	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11½
Valencias, 4-crown layers	....	0 11

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Has Again Advanced

Montreal.

MOLASSES, ETC.—There is a further advance in molasses this week, the extent of the rise in price being two cents a gallon (Imperial). This brings fancy Molasses to 72 cents per Imp. gallon in the city of Montreal, and country prices are 69 cents per Imperial gallon for the fancy grade. Choice grade quotes in the usual proportion. The matter of securing supplies of molasses is very much more difficult than had been anticipated. Cargoes on the way have been diverted or turned right back by the submarine menace, and the outlook is for still greater firmness, and even pronounced shortages in molasses. Corn syrup advanced ½c per pound bulk basis. Case goods have advanced 25c. Starches are also ½c per pound higher.

Barbadoes Molasses—	Prices for Fancy, Island of	Choice, Montreal.
Puncheons	0 72	0 67
Barrels	0 75	0 69
Half barrels	0 77	0 72

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Nut Markets Are Showing Strength

Montreal.

NUTS.—Everything in the nut markets is showing the advancing trend at present. Peanuts are especially strong in market. Prices to the jobber for No. 1 Spanish peanuts and No. 1 Virginia (both shelled) have been 16 cents a pound this week, and are likely to go higher. Even twenty cents a pound for shelled peanuts is said to be in prospect. Latest cables as to shelled walnuts from Bordeaux quote 52 cents to the importer for May shipment. This indicates very much costlier walnuts before long. Shelled almonds are quoted by cable at 37 cents a pound, a further indication of coming firmness for these. Advances in peanuts in the shell are made this week in Montreal by leading wholesale houses.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Brazil nuts (1916 crop), per lb.	0 20	0 21
Filberts (Sicily), per lb.	0 16	0 17
Hickory nuts (large and small), per lb.	....	**0 09**
Peanuts, Bon Ton	0 14½	0 15
Peanuts (coon), per lb.	0 13½	0 14
Peanuts (Jumbo), per lb.	....	0 15
Pecans (new Jumbo), per lb.	....	**0 21**
Pecans, New Orleans, No. 2	0 21	**0 24**
Pecans, "paper shell," extra large Jumbo	...	**0 40**
Pecans (shelled)	0 70	**0 75**
Walnuts (Grenoble)	....	**0 18**
Walnuts (shelled)	0 45	0 48
Walnuts (Marbot), in bags	0 13	0 16
Walnuts (California No. 1.	....	0 24

Few Canadian Beans; Californians Costly

Montreal.

BEANS.—There is an absolute lack of Canadian beans in the warehouses of some of the largest wholesalers, and as a result imported beans have been selling more readily than would ordinarily have been their market fortune, for Canadian preference is for Canadian beans. Prices of California beans have been received by brokers in Montreal, and are simply extraordinarily high for spot stocks of white and colored beans, Limas would cost the jobber about 19 cents a pound at the rate of quotations made, and choice recleaned California white beans would cost about the same money laid down in Montreal. Good white beans are practically cleaned up in California, and mostly pinks, reds, and bayos are being offered. Southern growers are offering futures, but Northern growers are holding back from market as to future beans.

Beans—		
Canadian 3-lb. pickers, per bushel	....	8 50
Canadian 5-lb. pickers	7 50	8 10
Yellow Eyes	7 75	7 95
Lima, per lb.	....	0 16
South American	....	5 70
Peas, white soup, per bushel	3 75	3 90
Peas, split, new crop, per bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	5 00	5 75
Barley, pearl, per bag 98 lbs.	6 25	6 50

Rice And Tapioca Show More Strength

Montreal.

RICE AND TAPIOCA.—As indicated during the past few weeks in CANADIAN GROCER the market for rice and tapioca has been exceedingly firm, and advances have been more than likely. Advances have taken place in all lines of rice, the extent of the advance being half a cent a pound. This increase in cost of rice comes from the mills in the first case, and there is much concern about lack of tonnage to bring rice from over the Pacific though there is said to be considerable rice in the country still. Prices are however bound to advance while rice remains in such disproportionate value to flour, and further

increases would not be surprising.. Tapioca has advanced again this week, and is in very firm market indeed.

Rangoon rice, per 100 lbs	5 40	5 35
"Texa" Carolina, per 100 lbs.	...	7 90
Real Carolina, per 100 lbs	9 00	9 50
Patna (fancy)	...	8 15
Patna (good)	5 40	7 40
Siam, No. 2	....	5 15
Siam (fancy)	...	6 40
Tapioca, per lb.	0 13½	0 14

Coffee Market is Still Quite Placid

Montreal.

COFFEE.—Beyond the fact that it is increasingly hard to obtain mocha coffees owing to the conditions affecting shipping on the Mediterranean and Atlantic, the market for coffee generally is unaltered from last week's condition. Brazil appears to have passed through a crisis in relations with the Central Powers but Brazil's principal product—coffee, was apparently unaffected. At all events in spite of fluctuations at New York, the local conditions of market maintain, and prices to the retailer are still unaltered.

Coffee, Roasted		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Shortages of Tea Still Anticipated

Montreal.

TEA.—Every factor that has been affecting the market for black teas of late is still operative in the strongest possible manner, and the outlook is always to greater and greater firmness at the time of writing. The condition described may last for months, or may be relieved gradually by improved shipping facilities on the Pacific. Some shipments are believed to be on the way, but the business of navigation is kept very dark until the vessels are actually in port when news that they have sailed may be divulged about the time the goods are beginning to arrive. Optimistic minds on the market look for steady filterings of tea supplies so that a tea famine may not occur, but at present the outlook is for long continued shortages.

Pekoe Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Cocoa is Firmer For Tinned Lines

Montreal.

COCOA AND CHOCOLATE.—Some firms putting out a line of cocoa in tins to the retailer at 90 cents are already altering the price to $1.00 per dozen on account of the cost of cans. The materials for making cans are rapidly advancing, and the views of leading cocoa men in Montreal are to the effect that advances are most certainly justifiable on this ground, in all tinned cocoa lines. Bulk cocoas are not affected as yet, but the soluble cocoas may respond to the sugar market which is affecting other products. That a boom is ahead in choclates and cocoa made candies is the view of a manufacturer of these on a large scale. Prohibition is a sure booster for candy sales is the basis of his argument.

Cocoa		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

Every Sign That Spices to Advance

Montreal.

SPICES.—There is a much firmer tone to spices in general this week, and the retailer interested may mark the tendency with special care for it augurs an advance in prices to the retailer before very long. The spice grinders and wholesalers have held back to the very limit, anticipating better conditions. But instead, conditions are growing more restricted as regards the importation of spices, and now there are positive shortages. Ginger is amongst these. Peppers are much scarcer, and the phenomenon is now noted that white pepper is actually cheaper by a shade than black, an unprecedented market feature in the history of the trade. Quotations for peppers in the list below are still available but market opinion is that peppers will go to 40 cents soon. Conditions of transportation on the Pacific are responsible for much renewed firmness of market and the situation seems to be getting even worse. Cream of tartar is firmer this week, being about 5 cents higher.

	5 and 10-lb. boxes	pkgs. dozen	¼-lb. tins lbs.
Allspice	-0 16	-0 19	-0 23
Cassia	-0 25	-0 87	-0 37
Cayenne pepper	-0 28	...	-0 35
Cloves	0 32-0 35	-0 90	-0 39
Cream tartar, 55-60c.			
Ginger, pure	-0 20	...	...
Ginger, Cochin	-0 25	...	-0 31
Ginger, Jamaica	0 30-0 35	-1 15	-0 40
Mace	-0 80	...	-1 00
Nutmegs	0 40-0 60	-0 45	-0 80
Peppers, black	-0 30	0 87-0 95	-0 38
Peppers, white	-0 37	1 17-1 22	-0 40
Pastry spice	-0 25	0 25-1 20	-0 29
Pickling spice	-0 25	...	...
Turmeric	0 21-0 23	...	...

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway, Dutch, nominal	....	0 60
Cinnamon, China, lb.	0 18	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 15

Vegetables and Fruits Variable.

Montreal.

FRUIT, ETC.—There is an easier tone in the market for oranges at present, and the demand for bananans at present prices is very good. Florida pineapples, and Cuban pineapples are more plentiful, and a little easier in price than earlier in the season. The first car of Bermuda onions is expected to be on sale within a few days, at prices from $5.00 to $6.00 per crate. Texas onions are also on the market at $4.75 a crate. Lettuce prices are a little easier, but cabbage is away in the clouds being exceedingly scarce. Twelve to fourteen dollars is being charged for new cabbage now. Green and wax beans are down a little, and Florida cukes are on the market at $4.00 a basket. Tomatoes are a little easier, fancy being now $6.00 and choice $5.50. The seasonable demand for fruits and vegetables is rapidly growing and is expected to be heavy as usual though prices are high. Potatoes have scored another advance and are quoted at $4.25 for Green Mountains and $3.75 for Quebecs. New potatoes are being exposed in the markets at retail in baskets like the finer fruits, and at 10 cents a pound or over.

Bananas (fancy large), bunch	2 75	3 50
Oranges		
Navels, per box	3 00	3 25
Florida	....	5 00
Valencia (Blood), half case	....	3 25
Valencia, ordinary and large	4 25	5 00
Grape fruit	....	4 00
Lemons	3 00	3 50
Pineapples, Florida, crate	....	3 75
Pineapples, Cuban, crate	....	5 25
Apples	No. 1	No. 2
Spies	8 50	7 50
Baldwins	7 00	6 50
Kings	5 50	5 00
Wagners	6 00	5 50
Russets	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches	....	3 00
Celery (Florida), per crate	4 50	5 00
Celery (U.S. washed), doz.	....	1 50
Onions, red, per bag (75 lbs.)	....	7 50
Onions, Bermuda, crate 50 lbs.	5 00	6 00
Onions, Texas, crate 50 lbs.	....	4 75
Onions, Spanish, per crate	....	7 50
Onions, Spanish, ½ crate	....	4 00
Onions, Spanish, ¼ crate	....	2 50
White onions, per bag (100 lbs.)	....	6 00
Potatoes, per bag (80 lbs.)	...	4 25
Potatoes (new), per bbl. (150 lbs.)	....	10 00
Potatoes (red)	....	3 75
Potatoes (sweet), hamper	....	3 50
Carrots, per bag	....	2 00
Beets, per bag	....	2 00
Parsnips	....	1 50
Turnip	1 50	2 00
Lettuce, curly, per box	....	3 00
Lettuce, Romaine, doz.	....	1 00
Lettuce, Boston, box of 2 doz.	....	2 50
Tomatoes (Florida), per crate	5 50	6 00
Horse radish, per lb.	....	0 25
Cabbage, barrel (old)	....	12 00
Cabbage (new), New York, crate	12 00	14 00
Cauliflowers (doz.)	3 50	4 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	....	3 75
Beans, U.S. green, basket	....	3 50
Leeks, per doz. bunches	....	4 00
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	4 00
Rhubarb, per doz.	1 25	1 50
Rhubarb (U.S.A.), per lb.	....	0 10
Eggplant, per doz.	....	3 00
Cauliflower, crate	....	4 25
Garlic (Venetian), lb.	....	0 12
Endive (Canadian), lb.	....	0 25
Strawberries (Lousiana), pints	....	0 16
Cucumbers (Fla.), basket	..	4 00

Fresh Fish Prices A Little Easier

Montreal.

FISH.—There is a steady demand for fish, and the prospects are that this demand is likely to develop still further. This would naturally do so from fact that fish prices are still very reasonable while prices for many other flesh foods such as pork and so forth are higher than usual. The tendency just now as regards fish is towards easier prices, and particularly so as regards some species e.g. haddock, and halibut. These two kinds of fish are the most popular, and when they are sold at moderate prices a big demand for them invariably results. In the past

few weeks halibut fishing has been very good on the East coast, and reports from the West are to the effect that there has been improvement there also. A further decline in halibut may be expected therefore before long. Haddock, codfish, and gaspereaux are also in good supply, and at easier prices. No amount of lake fish has as yet been marketed, but with the beginning of the month of May it is expected that the season should start. Quantities of local water fish have been disposed of such as carp, perch and bullheads, and large supplies will be available for the next two or three weeks.

SMOKED FISH		
Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes	....	1 00
Smoked boneless herring, 10-lb. box	....	1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		9 00
Salmon (Labrador), per bbl.		20 00
Salmon (B.C. Red)		16 00
Sea Trout, red and pale, per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), 100-lb. box		9 50
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 10
Codfish Shredded 12-lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 30
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH		
Halibut	0 16	0 17
Haddock, fancy, express, lb.	7½	8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, lb.		10
Salmon, Western	16	18
Salmon, Gaspe	18	20
FRESH FROZEN LAKE FISH		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 12	0 13
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 12	0 13
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	....	1 50
Malpeque oysters (choice) bbl.	....	13 00
Malpeque Shell Oyst. (ord.) bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	12 00
Clams (med.), per bbl.	....	8 00
FRESH FISH		
Haddock	0 07½	0 08
Steak Cod	0 08	0 09
Market Cod	0 09	0 09½
Carp	0 10	0 11
Dore	0 15	0 16
Lake trout	0 16	0 17
Pike	0 10	0 11
B.C. Salmon	0 23	0 25
Gaspereaux	0 03½	0 04
Western Halibut	0 17	0 18
Eastern Halibut	0 15	0 17

ONTARIO MARKETS

TORONTO, May 3.—Flour has been the market with the greatest interest to the grocery trade during the week. There has been a steadily mounting tendency in price, and the market is in an unsettled condition still. Where it will end is still a matter of conjecture. In fact, this is the spirit that prevails with respect to almost all grocery commodities. There is doubt expressed as to where the succession of advances is likely to stop. So far as can be seen there is no hope in the immediate future for such a condition. Business has kept up fully as well as in recent weeks and still continues to be cause for mild wonder. Sugar held in a rather steady market during the week. There is a feeling among wholesalers that the consumers have stocked fairly heavy, and that naturally the demand for sugar within the next few weeks should be lighter than it has been during the first part of the year.

Opposition To Excise Tax On Sugar In U.S.

Toronto.

SUGAR.—So much opposition has developed to the proposed Excise tax of 1c per pound on sugar within the United States for the purpose of raising some $96,000,000 of revenue for war purposes that it is thought probable that the subcommittee of the Ways and Means Committee will entirely eliminate the proposition with respect to sugar. The tax was proposed by the Secretary of the Treasury McAdoo. Present indications are that there will be no recommendation of tax on coffee, tea and cocoa. During the past week raw sugars have been declining in New York under the influence of weakness in the options on futures. What the reason for this weakening tendency in future sugars as yet has not been apparent. During the week raw sugars for April and May delivery sold as high as 6.40c and as low as 6.14c for nearby delivery. In the Canadian market there was little of interest except the fact that the Canada Sugar Refining Company again entered the market on the basis of $8.39, but reserved the right of changing their quotations at any time, and saying as to what quantity of sugar they would sell at those prices. They would not take any forward booking for heavy deliveries. On Tuesday of the present week raw sugars advanced ⅛c in New York, which now makes the basis 6.27c, duty paid. Although delivery of Canadian refined sugar is heavy, booking of new business is light at present.

	100 lbs.
Atlantic, St. Lawrence (extra granulated sugars	$ 8 74
Acadia Sugar Refinery, extra granulated	8 64
Canada Sugar Refinery, extra granulated	8 64
Dominion Sugar Refinery, extra granulated	8 55
Yellow, No. 1	8 24
Special icing, barrel	8 84
Powdered, barrels	8 84
Paris lumps, barrels	9 24
Assorted tea cubes, boxes	9 24

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Soap Chips And Liquid Ammonia Up

Toronto.

SOAP CHIPS, LIQUID AMMONIA, SALAD DRESSING.—An advance of 50c per box has been made in the price of XX soap chips, which now makes the selling price $5.25. In 200-lb. barrels the price per pound is now 10½c. Liquid ammonia in the 10c line has been advanced 5c per dozen, making the selling price now 95c. Salad dressing is also among the commodities in which advances have been registered, Durkee's in picnic size selling as previously at $1.45 per dozen; but in medium size there has been an increase of 25c per dozen, making the selling price now $4, while for the large size there has been an increase of 50c, making the selling price $6.50 per dozen. Royal salad dressing has also been marked higher in one-half pint and one pint sizes, the selling price of former size being $3.25, an increase of 25c, and in the latter size $5.25, which is also an increase of 25c. Handy ammonia in 10c size has been increased 15c per case to $2.85. Lever's No. 11 oatmeal soap is now quoted at $3.90 per gross, and castile, manufactured by same concern, is 10c box higher for 100's. Comfort lye has been reduced 15c, and is now selling at $3.85. Gold dust washing powder has been moved to higher levels, and is now selling at the following prices:—24's, 25c size, $5; 12's, 25c size, $2.60; 50's, 10c size, $4.15; 25's, 10c size, $2.15; 100's, 5c size, $4.15; 50's, 5c size, $2.15.

Jams And Baking Powder Higher

Toronto.

JAMS, BAKING POWDER.—An advance of 10c to 20c per dozen has been made in the price of pure raspberry and black currant jams, which makes the selling price now $2.55 per dozen. Lombard plums in 2-lb. containers have been advanced 10c, making the selling price $1.45, while Damson plums have been advanced a like amount for 2's, with the selling price at the same figure of $1.45. Preserved pears in 2's have also been increased 10c, selling now at $1.60. Quaker silver label peas have been increased 15c per dozen, and are now selling at $1.90. Lowney's cocoa in tins has been increased 2c per pound, which now makes the selling price for 1-5-lb. tins 42c per pound, and for quarters, halves and one-pound tins 40c. Lyle's syrup in 1-lb. tins has been moved higher by 15c, making the selling price now $1.95 per dozen. Baking powders have been increased in price, and are selling at the following prices:—Roval baking powder, 2½-oz., $1.05; 4-oz., $1.55; 6-oz., $2.25; 8-oz., $2.90; 12-oz., $4.25; 16-oz., $5.50. Cleveland—2½-oz., $1; 4-oz., $1.50; 8-oz., $2.75; 16-oz., $5.25. Doctor Price's—2½-oz., $1; 4-oz., $1.50; 6-oz., $2.20; 8-oz., $2.85; 12-oz., $4.25.

Molasses In Tins And Bulk Advanced

Toronto.

MOLASSES, SYRUPS.—An advance of from 25c to 50c per case has been made in the price of molasses in tins for both table and baking grades. In 2-lb. tins the price now is $4.25 per case, an increase of 50c on the table grade, while the 3-lb. tins of same quality are also 50c higher, and are now quoted at $5.65 per case. In baking molasses the increase has been 25c per case to $3. Importers of molasses in bulk have advanced the price of West India 2c per gallon, and fancy Barbadoes 5c per gallon, but wholesalers at the time of writing had not yet advanced their prices. This advance follows the firmness noted

in these columns for several weeks past. Corn syrups advanced 25c per case on Tuesday of this week.

Corn Syrups—		
Barrels, per lb.		0 06½
Cases, 2 lb. tins, 2 doz. in case		4 60
Cases, 5 lb. tins, 1 doz. in case		4 80
Half barrels, ¼c over bbls.; ¾ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade		0 06½
Barrels and half barrels, second grade, lb.		0 06
Cases, 2-lb. tins, 2 doz. in case		4 80
Molasses—		
Fancy Barbadoes, gal.		0 75
West India, half barrels, gal.		0 45
West India, 10-gal. kegs		0 60
Tins, 2 lb., table grade, case 2 doz.		4 25
Tins, 3-lb., table grade, case 2 doz.		5 65
Tins, 2 lb., baking grade, case 2 doz.		3 00

Corn Supplies Are Well Cleaned Up

Toronto.

CANNED GOODS.—There has been a generally firmer tendency in all lines of canned goods, with supplies of corn pretty well cleaned out, and a good demand for peas as a result. Alaska pinks are quoted 5c higher in some quarters, while chums and pinks have evidenced a generally firmer tendency. In some quarters corn has registered an increase, being sold from $1.90 to $2 per dozen.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb., talls	2 75	3 00
Alaska pinks, 1 lb. talls	2 40	2 45
Chums, 1-lb. talls	1 40	1 50
Pinks, 1-lb. talls	1 75	1 85
Cohoes, ½-lb. tins	1 45	1 50
Cohoes, 1-lb. tins	2 50	2 60
Springs, 1-lb. talls	2 40	2 75
Lobsters, ½-lb., doz.	2 75	8 00
Canned Vegetables—		
Tomatoes, 2½s	2 15	2 25
Tomatoes, 3s	2 25	2 40
Peas, standards		1 35
Peas, early June		1 45
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.		3 00
Corn, 2's, doz.	1 90	2 00
Pumpkins, 2½'s		1 95
Red raspberries, 2s		2 65
Red cherries, 2s		2 45
Strawberries, 2s	2 50	2 60
Pineapples, Hawaiian, 2s, doz.	2 35	3 00
Pineapple, Hawaiian, 1s, doz.		1 50

Candied Peel And Dates Again Higher

Toronto.

DRIED FRUITS.—Importers of candied peel and dates have advanced their prices still further during the past week; in the instance of peel the advance amounting to 2c per pound and on dates 30c per box on package dates. There are now no bulk Hallowee dates to be secured in the local market from importers, and quite a number of the wholesale houses are cleaned up on their stocks. There are still some bulk fards to be had from importers. Prunes in California have made further advances for future quotations. The prune situation at the coast is in a strong position for the new crop. The new association of growers is now well organized, comprising about 80 per cent. of the producers. Locally there has been a tendency to increase prices by wholesalers, with 60-70's and 70-80's practically off the market.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	0 19½	0 23
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 21	0 22
Patras, per lb.	0 22	0 23
Vostizzas, per lb.		0 23
Cleaned, ½c cent more.		
Australians, lb.	0 21	0 22
Dates—		
Excelsior, packages, 3 doz. in case	3 25	3 40
Dromedary dates, 3 doz. in case	4 25	4 60
Hallowee, per lb.		0 11½
Figs—		
Taps, lb.		0 06½
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25s, faced	0 15½	0 14½
40-50s, per lb., 25's, faced	0 13½	0 14
50-60s, per lb., 25's, faced		0 13½
80-90s, per lb., 25's, unfaced		0 11¾
Peaches—		
Choice, 25-lb. boxes	0 12	0 12½
Stds., 25-lb. boxes	0 10½	0 11½
Fancy, 25 lbs., faced	0 13	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 15	0 16

Teas Hold Steady; No Improvement Noted

Toronto.

TEAS.—There has been a continued eagerness to buy tea, with a spirited bidding for available supplies. There has been considerable tea changing hands from importers to wholesalers. Whoever is willing to pay the highest price gets the tea. Some importers point out that they are paying as much for tea to import as they are selling present stocks for. This would indicate that higher prices must eventually prevail. Stocks that are in sight to be received into Canada are very light, and tea men do not hesitate to express the positive opinion that teas will be much higher when the pinch of the apparent shortage is really felt. Prices held steady during the week. Red Rose tea was advanced 5c per pound to the consumer and 4c per pound to the retailer on Monday of this week.

	Per lb.
Pekoe Souchongs	0 45
Pekoes	0 45
Orange Pekoes	0 50
Broken Pekoes	0 55
Broken Orange Pekoes	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Chicory Getting In Limited Supply

Toronto.

COFFEE. COCOA.—There is a very acute situation in the chicory market, as it is reported one of the largest controlling companies has disposed of their stocks, and further supplies will not be available until the new crop comes in November and December. There are some stocks in wholesalers' hands, but these are stated to be only enough to meet the requirements of their own trade. An advance of 1c per pound has been registered during the week in consequence of the firm situation. Sweet cocoa has also advanced 1c per pound in the lower-priced grades. Coffee held steady, without any price change being recorded.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 28
Chicory, lb.	0 16	0 18
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 26	0 30

Black Pepper And Cloves Again Up

Toronto.

SPICES.—There has been a firm situation in black pepper and cloves during the week, which has made itself evident in an increase of 2c per pound in black pepper, and in some instances an increase of 5c per pound in cloves. However, in the case of cloves some quotations are still made as low as 30c per pound. Cream of tartar is also in firm position, with a higher range quoted in certain quarters for French pure. Demand for spices is not heavy at present, it being between seasons.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 35
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, white	0 38	0 45
Peppers, black	0 32	0 35
Nutmegs, selects, whole, 100's		0 40
Do., 80's	0 45	0 50
Do., 64's		0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 28	0 28
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	0 60	0 55
American high test	0 55	0 58

Shelled Walnuts Again Move Upward

Toronto.

NUTS.—Advances in certain quarters of 5c per pound on shelled walnuts have been made during the week, which now makes the range of prices 50c to 55c per pound. Stocks in France are rapidly diminishing, and are in very firm position on the continent. Shelled peanuts are also in very firm position, and will in all probability be advanced 2c per pound before the week is out. One importer of peanuts has made purchases of two cars of the shelled ones, which will cost in the neighborhood of 16c per pound to lay down in Toronto. The present wholesale price is 14c per pound. It is confidently asserted by those in a position to know that shelled peanuts will in all probability reach 20c before very long. There has been heavy purchases of peanuts in the Southern United States on behalf of the Allied Governments.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, lb.	0 12½	0 13
Brazil nuts, lb.		0 15
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 50	0 55
Walnuts, California	0 26	0 35
Peanuts, lb.		0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.		0 55

Siam Rice And Tapioca Are Higher

Toronto.

RICE AND TAPIOCA.—An advance of ½c per pound has been recorded in the price of fancy Siam rice, making the range of quotations from $7 to $7.50 per 100 pounds. This follows an advance recorded in the second grade Siam last week. Tapioca is in firmer market, with

an advance of ½c per pound recorded and eager inquiry for available supplies among wholesalers noted. It is reported an embargo has been placed on the shipment of Singapore tapioca. Stocks of cheaper tapioca, which have been available from the West Coast, are reported to be fairly well cleaned up.

Texas, fancy, per 100 lbs.	8 25	8 50
Siam, fancy, per 100 lbs.	7 00	7 50
Siam, second, per 100 lbs.	5 50	6 00
Japans, fancy, per 100 lbs.	6 50	7 00
Japans, second, per 100 lbs.	5 50	6 25
Chinese, per 100 lbs.	5 50	7 50
Tapioca, per lb.	0 12	0 12½

Eager Inquiry For Beans Of All Kinds

Toronto.

BEANS.—There was eager inquiry for beans of all kinds during the week, with very small supplies to satisfy the demand. There is prediction of much higher prices in beans. Ontario white beans are quoted as high as $8.50 per bushel. Some Rangoon beans are reported to be on the way to this market. Lima beans are in very firm market, as they are quoted in California at 16c per pound. Locally, however, stocks that are still available are being quoted at 14c to 15c per pound.

Ontario, 1-lb. to 2-lb. pickers, bush.	8 00	8 50
Rangoon, per bushel	6 50	7 00
Black eyes, California, bushel	....	5 00
Yellow eyes, bushel	7 75	7 80
Limas, per pound	0 14	0 15

Package Cereals Steady; Starches Move Up

Toronto.

PACKAGES.—There was a quiet market in package cereals during the week so far as price changes go. Corn starches and starches were advanced ½c per pound. Demand for the latter commodities has not been heavy during the week. There is a good demand, however, for cereals of all kinds.

Cornflakes, per case	2 95	3 40
Rolled oats, round, family size, case	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10½
No. 2, pound cartons	....	0 09½
Starch, 6-lb. packages, per lb.	0 09	0 12
In 1-lb. cartons	....	0 10½

Fancy Haddock And Steak Cod Decline

Toronto.

FISH.—Two welcome price movements in food commodities during the week were those in a downward direction on fancy haddock and fancy steak cod, where the declines amounted to 1c to 2c per pound. Haddock is now quoted at 8c per pound, as compared with 9c to 10c per pound last week. Fancy steak cod is quoted at 10c per pound, as compared with 12c to 13c per pound last week. Whitefish has also declined 1c per pound, as larger quantities are now reaching the local distributors. Qualla salmon is off the market, as are also goldeves and yellow pickerel for the frozen commodity. Demand for fish has been moderate during the week.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	0 12	0 12½
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	1 50	2 00
Digby herring, bundle of five boxes	1 10	1 25
Strip cod, 30-lb. boxes	....	4 50
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits	....	2 60
FRESH SEA FISH.		
Crabs, per dozen	....	1 00
Halibut, frozen	0 16½	0 17
Chicken halibut, fresh, per lb.	0 15	0 15½
Halibut, medium, fresh, lb.	0 16½	0 17
Cohoe salmon (red), frozen	0 13	0 14
Haddock, fancy, express, lb.	....	0 08
Steak, cod, fancy, express, lb.	....	0 10
Flounders, lb., frozen	....	0 06
Winkels, per bag	....	1 75
FRESH LAKE FISH.		
Pike, lb.	0 08	0 06½
Whitefish, lb., frozen	0 12½	0 13
Whitefish, lb., fresh	....	0 19
Trout, lb., fresh	....	0 20
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Smelts, No. 1	....	0 12½
Shrimps—		
Wine gallon cans	....	1 40
No. 2	....	2 70
No. 3	....	5 20

New Potatoes From Southern States In

Toronto.

VEGETABLES.—New potatoes from the Southern United States arrived in the market during the week, and are quoted at $4 per hamper. New beets in hamper were also among the arrivals, being quoted at $2.50 per hamper. There was a firmer tendency in hothouse cucumbers, being quoted up 25c. Florida celery was slightly easier in price, being quoted down 50c per case from the higher levels. Texas onions in boxes were also 25c down. quotations being made from $4 to $4.25. Radishes in bunches are 10c per dozen below last week at 40c. Florida tomatoes are arriving in larger quantities, and are now quoted considerably below prices of last week, the range being $4.75 to $5 50, as compared with the prices of $6.50 to $7 last week.

Asparagus, Cal., case	3 75	4 25
Beets, bag	1 75	2 25
Beets, new, hamper	....	2 50
Beans, green string, hamper	3 00	3 50
Brussel sprouts, imported, qt.	....	....
Cucumbers, Can., hothouse, 11-qt. basket	3 75	4 25
Cabbage, hampers	....	4 00
Cauliflower, Cal., 10 to 15 in box	....	3 75
Carrots, bag	1 75	2 00
Carrots, new, hamper	....	2 25
Celery, Florida, half case	2 75	3 50
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
Cal. head lettuce, hamper	....	3 00
Mushrooms, 4 lbs.	2 75	3 00
Onions—		
New Zealand, 90-lb. boxes	....	9 00
Texas, 50-lb. box	4 00	4 25
Green, per bunch	....	....
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	....	4 50
Sweet Jerseys, hamper	....	....
New, hamper	....	4 00
Parsnips, bag	2 50	2 75
Radishes, doz. bunches	....	0 40
Spinach, barrel	....	5 50
Green peppers, doz.	....	1 00
Tomatoes, Florida, -bkt. carriers.	4 75	5 50
Parsley, doz.	....	0 75
Watercress, doz.	....	0 30
Turnips, bag	0 75	0 90
Turnips, new, hamper	....	1 75

California Oranges Down 50c Per Case

Toronto.

FRUIT.—Lower prices on California navel oranges prevailed during the week, being quoted 50c under those of last week, the range now being from $2.50 to $3 per case. About the only kind of apples in the market are a few American boxes, and these were quoted 25c higher for the lower-priced articles. Bananas were slightly easier, being quoted from $2.25 to $2.75 per bunch. Strawberries were in good demand, and prices were 1c to 2c higher than last week, quarts being quoted 29c to 30c. Pineapples are showing an easier tendency in the primary market, and are expected to be lower this month when the big producing season is on.

Apples		
Boxes, American	2 75	3 00
Bananas, bunch	2 25	2 75
Oranges		
Cal. Navels	2 50	3 00
Grapefruit, Florida, case	4 50	5 50
Grapefruit, Jamaica	4 50	5 50
Lemons, Cal., case	4 00	4 25
Messinas, case	3 50	3 75
Pineapples, Porto Rican	3 75	4 25
Cuban, case	3 50	3 75
Rhubarb, doz. bunches	1 00	1 20
Strawberries, pints	....	....
Strawberries, 1-qt.	0 29	0 30

MANITOBA MARKETS

WINNIPEG, May 2. — Attention was drawn last week to the fact that Krinkle Corn Flakes were advancing, and that jobbers were warning their customers to buy. In the meantime the market advanced, and about the lowest price being quoted to-day is $2.45. It is understood that the manufacturers withdrew their prices. Advances are announced on baking powders. Dr. Price's has also gone up this week. The latter advanced 20c. small and 30c. on 12-oz size, making an advance of about 10%. The reason attributed is the cost of tins, raw material and labor, etc. The market is very strong on soap, and brokers are talking of higher prices again. A local jobber asks its customers to keep an eye on macaroni, which they claim is liable to go up at any moment on account of the excessively high wheat market. This seems the natural thing to expect. The same thing might apply to candy and biscuits on account of the high sugar market, in fact advances have already gone into effect on candies.

As far as sugar is concerned, there is a feeling that the market is going to remain high until August. An examination of charts based on the price of sugar in former years, shows that the price usually rises about this time of year, remaining high for three months, falling after the preserving season is over. Brooms are scarce and hard to secure, owing to difficulty getting broom corn.

Too much importance cannot be attached to the statement made this week by the manager of one of the largest milling companies in the West—that we are likely to see three-dollar wheat, which means that flour will cost the retailer $15 per barrel. This does not seem unreasonable from the way flour has been going up during the past two or three weeks. At the time of writing it is still going up, and it is not surprising to be informed any day by the mills that the price of flour has jumped fifty or sixty cents a barrel. This will obvi-

ously mean that the dealer will be paying extraordinary prices for feeds, which are very scarce. Last week the price of bran jumped to $36 per ton and on shorts to $39.

Oats have been jumping as well as wheat, and rolled oats were offering at $3.70 for 80'c, this being an advance of 20c. inside of a week. Dealers can prepare themselves to pay $4 for 80's before very long. Cornmeal is up too, 98's being quoted $4.75. Oatmeal is bringing $4.70.

Potatoes are on the decline, having dropped from $2.25 to $1.40 per bushel, and still declining. The reason given is the falling off in consumption across the line. People in Chicago are refusing to pay $3 for potatoes, which is what they cost at the price farmers were getting for them.

Some Sugar Refiners Withdraw From Market

Winnipeg.

SUGAR. — The situation has been very peculiar for a week or more, in fact the situation is chaotic. One refiner is selling on a basis of $9. Another one is quoting $9.25, while still another one is out of the market altogether. The retailer continues to buy heavily.

Further Advance On Corn Syrup Recorded

Winnipeg.

SYRUP.—An advance of ½c per pound on corn syrup and ½c per pound on starches has been announced. It is explained that the high wheat market is affecting the price of corn, which in turn influences the price of corn syrup and corn starch. Ever since these advances started going into effect on corn syrup, the retail trade have been buying heavily on both corn and cane syrup. Manufacturers of the latter are behind in their orders.

Offerings on Canned Fruits Being Withdrawn

Winnipeg.

DRIED FRUITS. — On account of frost in California, packers have been instructing their local brokers to withdraw all offerings of canned fruits. This frost has affected especially apricots, peaches and prunes. It is said that 50% and perhaps 70% of the apricot crop was destroyed.

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	0 12½	0 13
Apples, 25-lb. boxes	0 13	0 13½
Apples, 3-lb. cartons, each	0 42	0 44
Pears, choice, 25's	....	0 13¾
Apricot—		
Choice, 25's	....	0 23
Choice, 10's	....	0 24
Peaches—		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants—		
Fresh cleaned, half cases, Australian, lb.	....	0 22
Dates—		
Hallowees, 6s-lb. boxes	....	0 12½
Fards, box, 12 lbs.	....	2 00
Raisins, California		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10
3 crown, loose, 10-lb. boxes	....	0 10½
Figs—		
California cooking, 25's	....	0 09
Mediterranean, 33-lb. mats	....	0 08½
Prunes—		
90 to 100, 25s	0 09½	0 09¾
40 to 50, 25s	0 12	0 12½
Peels—		
Orange, lb., 7-lb. boxes	....	0 22½
Lemon, lb., 7-lb. boxes	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

Outlook For Big Crop of Brazil Nuts

Winnipeg.

NUTS.—An American broker has advised his local representative to go slow on Brazil nuts, as he says the outlook is for the largest crop in many years, and his advice is for buyers to hold off for a time as he expects lower prices. He draws attention, however, to the difficulty of getting tonnage to bring the goods to market.

New Quotations On White Beans Are High

Winnipeg.

DRIED VEGETABLES.—It is pretty hard to get beans of any kind in Winnipeg, and where wholesalers are offering them, they are asking pretty high prices. One house is offering Ontario beans as follows: Hand picked, $7.50, 3-lb. pickers, $6.70.

Beans—		
Ontario hand-picked, bush.	....	7 50
Ontario, 3-lb. pickers, bush.	....	6 70
California Lima Beans		
80-lb. sacks	....	0 15
Barley—		
Pot, per sack, 98 lbs.	....	4 75
Pearl, per sack, 98 lbs.	....	6 60
Peas—		
Split peas, sack, 98 lbs.	7 00	7 50
Whole peas, bushel	....	5 65

No Advance On Vinegar Is Expected

Winnipeg.

VINEGAR.—All jobbers seem to have enough vinegar bought to ensure delivery at present prices for some time to come. There might be an advance of a cent or two in July or August, but the advance would not be more than two cents. One jobber stated that he has enough good vinegar to sell on that basis until May, 1918.

Maple Prices Up 10 to 20 Per Cent.

MAPLE SYRUP AND MAPLE SUGAR. — By the time this goes to press, maple syrup should be arriving on the Western market. Brokers are able to state definitely now that the price of maple syrup and sugar will be ten per cent. over prices being quoted last Fall, and about 20% over prices this time last year.

Rice To Cost More; Tapioca 9c; Sago 8c

Winnipeg.

RICE.—It was stated last week that an advance of about 25% had been made by milers on the Pacific coast. Local jobbers were asked when this advance was liable to go into effect to the retail trade, and the reply was that this advance was likely to take place at any time. It might be made in a week, and it might not take place for three to four months, depending on the demand and general conditions. One house is quoting as follows: Japans, extra fancy, 6c.; fancy, 5¾c., choice, 4⅝c., Carolina, 10c., Siams, 4½c.-4¾c. Carolina has been advancing considerably of late. In the case of choice Japans and Siams, these cannot be bought in the primary market to-day at these prices. Tapioca is selling here at 9c., and sago at 8c.

Rice—		
Japan, ex. fancy	....	0 06
Japan, fancy	....	0 05¾
Japan, choice	....	0 04⅝
Siam, 50-lb. sacks, lb.	0 04½	0 04¾
Carolina, 100-lb. sacks	0 08¾	0 10
Ground rice, 10-lb. boxes, lb.	....	0 07¼
Tapioca, lb.	....	0 09
Sago, lb.	....	0 08

Package Tea Firm; Withdraws From West

Winnipeg.

TEA.—Interest is centred around the temporay withdrawal of the Salada Tea Co. from this territory. This did not cause any great surprise as it is well understood that black tea is getting difficult to procure. If other packers raise their prices before very long the retail trade should not be surprised.

New Canned Goods Offered in Winnipeg

Winnipeg.

CANNED GOODS. — Representatives of two Eastern canneries were calling on the trade last week, sales being made at opening prices.

Potatoes Decline; Consumption Too Small

Winnipeg.

FRUITS AND VEGETABLES. — A big change has taken place in the potato situation which is rather startling. The trade have evidently come to the conclusion that there are more potatoes in Manitoba than they will know what to do with. The high price which the farmer was offered some weeks ago did the trick, for it brought potatoes on this market faster than the wholesalers knew what to do with them. Some of the wholesalers are getting very anxious, having far more potatoes than they will want until the new potatoes come on the market. The cause of the trouble is a falling off in demand from the U.S. It appears that the price of Canadian potatoes in Chicago, after paying the farmer here $1.50 and $1.75 per bushel, have been bringing around $3, which was too high for the consumer. The result has been that people in U.S. have not been eating potatoes, and the demand has fallen off; thus the wholesalers here are loaded up. They are expecting the price this week to

(Continued on page 36)

FLOUR AND CEREALS

Flour Market Firm But More Steady

Montreal.

FLOUR AND FEEDS.—Effect of the action of the Government and the Grain Exchange at Winnipeg in curtailing speculation in wheat futures has returned the rising market for flour. Already flour approaches the fifteen dollar figure per barrel which was hinted at in CANADIAN GROCER many months ago. But flour, in the opinion of some experts very intimate with market tendencies may see even higher prices yet, though perhaps not in the immediate future. There appears to be a lull at the time of writing in the upward movement of the market. More may even be a reaction from the exceptionally high figures now ruling. The more influence exerted by the Government, the more likelihood there will be of a reduction in flour market strength, but behind all external influences there remains the great matter of supply and demand. As regards feeds the market keeps immensely strong also, and though new grass will be available for the farmers before long in plentiful supply, the firmness in feeds is quite likely to continue. Winter wheat prices are again firmer and market strong.

Manitoba Wheat Flour	Car lots	Small lots
First patents	13 90	14 10
Second patents	13 40	13 80
Strong bakers	13 20	13 40
Winter Wheat Flour—		
Fancy patents	13 00	13 25
95 per cent., in bags	12 40	12 80
Bran, per ton	43 00	45 00
Shorts	46 00	47 00
Special middlings	52 00	53 00
Feed flour	63 00	64 00
Feed oats, per bushel	....	0 89

War Office Buys Rolled Oat Cargo

Montreal.

CEREALS.—Strength is the characteristic of the whole cereal market in line of course with wheat and the wheat products in this line which have all advanced. Rolled oats are also particularly strong, and the War Office is a large buyer in this line for shipment in May and June. On April 30 Robin Hood Porridge Wheat was advanced $1.00 per case making the regular size now $6.00 for case of 36 packages, and the family sie $5.80 for case of 20 packages. Similarly there was an advance in Robin Hood porridge oats due to the firmness of market for oats. The advance was ten cents per container making the container of 18 packages $1.70, but the family size remains at $4.50 per case.

Barley, pearl, 98 lbs.	6 25	6 50
Barley, pot, 98 lbs.	4 70	5 00
Buckwheat flour, 98 lbs.	....	5 00
Corn flour, 98 lbs.	....	5 25
Cornmeal, yellow, 98 lbs.	4 00	4 25
Graham flour, 98 lbs.	....	6 70
Hominy, granulated, 98 lbs.	6 15	6 20
Hominy, pearl, 98 lbs.	....	4 75
Oatmeal, standard, 98 lbs.	....	4 30
Oatmeal, granulated, 98 lbs.	....	4 30
Peas, Canadian, boiling, bush.	....	3 85
Split peas	....	7 50
Rolled oats, 90-lb. bags	....	3 75
Whole wheat flour, 98 lbs.	....	6 70
Rye flour, 98 lbs.	....	5 00
Wheatlets, 98 lbs.	....	6 95

Manitoba Flour Is $14.40 Barrel

Ontario Flour Has Advanced $1.70 Per Barrell During Week—Find Good Market in United States

Toronto.

FLOUR.—The past week has been one of a succession of changes upward in the flour market. Starting at $12.60 on Wednesday of last week, it followed the wheat market upward, until on Tuesday of the present week it was quoted at $13.80 per barrel. Ontario winter wheat flour made even more sensational advances, a total of $1.70 per barrel having been recorded in that class of flour, which now makes the basis of high patents $12.90 per barrel. There is considerable quantities of Ontario flour now going into the United States, to Buffalo and other points in New York State. Considerable quantities of Ontario wheat have also been finding their way into the United States. On the announcement of reciprocity in wheat and flour, this was one of the results that was looked for, and developments have proved the conjecture to be a sound one. Cash wheat in Winnipeg reached new and unheard of levels, when on Monday of the present week it touched $2.70⅝ per bushel, as compared with the previous Monday, when the price was $2.39¼. There are those in touch with the situation who assert that present high prices of wheat are not justified, and that there is likely to be a slump. Locally the demand for flour has been somewhat stagnant, except in the city where people have been inclined to buy some to store away. On Tuesday the cash wheat market dropped almost 15c per bushel to $2.55¾ under the influence of peace rumors. What the market holds forth from day to day is a very uncertain quantity. With a decline like that of Tuesday flour is again in a weak position, but there is no telling what the next day's market will bring forth.

FLOUR TAKES BIG JUMP

While CANADIAN GROCER is about to go on the press, word was received of an advance of $1.20 per barrel in flour, which took effect on Wednesday of this week. This now makes the selling basis in Toronto $14.40 for Manitoba first patents in car lots, and $14.50 in Montreal. The Winnipeg market will show a corresponding increase. A decline of 60c was registered on Tuesday. May wheat opened in Winnipeg at $2.54 Wednesday morning and went down to $2.47, but at the close of the market had shot up to $2.80½c, a gain during the day of 32½c. The condition in the wheat accounts for the rise in flour.

Manitoba Wheat Flour	Car lots per bbl.	Small lots per bbl.
First patents	14 40	14 60
Second patents	13 90	14 10
Strong bakers	13 70	13 90
Ontario Winter Wheat Flour—		
High patents	12 90	13 20
Second patents	12 40	12 70

Demand For Cereals Lighter During Week

Toronto

CEREALS.—The demand for cereals has been lighter during the week, and mill men attribute it to the fact that there is uncertainty in the grain market with a feeling that easier prices in the grains would not be at all unlikely. Yellow cornmeal was advanced in certain quarters during the week 40c per sack. Standard oatmeal was also quoted higher, the range being from $4.60 to $5.50 per sack. Rolled wheat in 100-lb. barrels was also in firmer market, with higher prices noted.

	Less than car lots	
Barley, pearl, 98 lbs.	6 75	8 00
Barley, pot, 98 lbs.	5 10	6 00
Buckwheat flour, 98 lbs.	....	5 25
Corn flour, 98 lbs.	....	4 75
Cornmeal, yellow, 98 lbs.	4 25	4 60
Graham flour, 98 lbs.	5 75	6 60
Hominy grits, 98 lbs.	....	4 75
Hominy, pearl, 98 lbs.	....	4 75
Oatmeal, 98 lbs.	4 60	5 50
Rolled oats, 90-lb. bags	4 20	4 45
Rolled wheat, 100-lb. bbls.	6 25	6 75
Whole wheat flour, 98 lbs.	....	6 60
Wheatlets, 98 lbs.	6 80	7 00
Peas, yellow, split, bush.	8 25	8 50

Above prices give the range of quotations to the retail trade.

Millfeeds Are Up; U.S. Demand Good

Toronto

MILL FEEDS.—Higher prices in mill feeds prevailed during the week owing to the situation in the grain market and the demand that is coming from the United States. Ontario buyers were inclined to shy off at the higher prices, but in the interim there has been a good demand from the United States, and millers have had no trouble in finding a market for these products. Bran advanced $3 per ton; shorts were also up $3; while special middlings advanced $6 per ton and feed flour $8 per ton. Transportation from the West has been bad; many of the mills were closed entirely last week owing to the inability to get shipments.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	43 00	45 00
Shorts	46 00	48 00
Special middlings	52 00	54 00

Feed flour	63 00	65 00
Ontario oats, No. 2 (nominal)	0 74	0 76
Manitoba oats, No. 2 (nominal)		0 83

Talk $3.00 Wheat; Means $15.00 Flour

Winnipeg.

FLOUR AND CEREALS.—First patents was quoted last week at $13.30. There was a jump of 60c. per barrel on April 25 and one of 50c on April 27. On May 2, flour declined 50c per barrel; wheat also declined 14c. Grain men are talking about $3 wheat, and they say that the sooner the trade gets used to three-dollar wheat talk, the better. If wheat goes up to $3 this will mean at least $15 for flour. It would also mean rapid advances in feed, which is very scarce. Rolled oats.—Last week rolled oats jumped to $3.70 for 80's, this being an advance of 20c., and followed an advance in oats. It looks as though farmers are going to realize their hopes when they stated that oats would sell for 75c. per bushel. One mill is quoting $3.80 for rolled oats, and it is very probable that the price will exceed $4 before very long. Package oats are still quoted at $4, and the demand is not heavy; the mills are devoting very little time to package oats, having booked heavily in bulk rolled oats for the Allied Governments. Bran and oats are now quoted at $36 and $39 respectively, there being now a three-dollar spread instead of two dollars. These prices are f.o.b. Winnipeg, with freight added to country points. This would make price in the country $3 per ton over Winnipeg prices. Feed prices are still out of line with prices that can be realized for Eastern shipment. An advance of two or three dollars per ton would be necessary to bring them in line with price in Ontario and Quebec. Cornmeal is quoted $4.75 for 98's, and oatmeal based on the oat market to-day would be $4.70 for 98's.

Flour—	
Best patents	12 80
Bakers	12 30
Clears	11 90
XXXX	9 70
Cereals	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size	4 10
Cornmeal, 98's	4 75
Oatmeal, 98's	4 70
Feeds—	
Bran, per ton	36 00
Shorts, ton	39 00
Middlings, ton	39 00
Mixed chop, ton	48 00

WEEKLY MARKET REPORTS

(Continued from page 34)

be down to $1.40 per bushel, and to drop even lower. They insist that the price has got to come down in order to get people to eat potatoes again, and thus relieve the market here of its large stocks. In the meantime potatoes continue to roll in from the country attracted by the high figure that was being paid for them. This is in striking contrast to what happened last week when the potato market reached $2.25 per bushel. An important change this week is a drop of a cent per lb. in bananas, which are now selling at 5c. per lb. There is a scarcity of old carrots, which are bringing as high as $3 per bushel, although they can be bought at $2. Old cabbage is very high, bringing as much as $12 per cwt., although good cabbage can be had at $10. California head lettuce is down to $1.50 per dozen. Green peas have jumped to 20c. per lb. There are very few sweet potatoes selling. Pineapples are arriving on the market this week at $5 per case.

Manitoba potatoes, bushel	....	1 40
Celery, Cal., case	....	8 50
Cucumbers, box	....	6 00
Carrots, old, bushel	....	2 00
Turnips, old, lb.	....	0 02
Cabbage, per cwt., old	8 00	10 00
Cabbage, Cal., lb.	....	0 12
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 50
Lettuce, leaf, doz.	....	0 60
Imported mushrooms	....	0 90
Sweet potatoes, hamper	....	5 00
Parsley, imported, doz.	....	0 75
Peas, green, lb.	....	0 20
Spinach, lb.	....	0 15
Fruits—		
Oranges, navel, case	4 00	4 25
Oranges, bitter, Palermos, case 200	....	5 00
Lemons	5 00	5 50
Grape fruit	....	5 00
Malaga grapes, kegs	8 00	10 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.	....	11 00
Pears, Winter Nellis, box	....	4 50
Strawberries, Louisiana, case 24 pints	....	4 00
Bananas, lb.	....	0 05
Rhubarb, Washington, box	....	2 50
Pineapples, case	....	5 00

Fresh Salmon And Halibut Decline One Cent Per Lb.

Winnipeg.

FISH AND POULTRY.—Fresh salmon coming into this market fairly plentifully has brought the price down to 24c. It is always high to begin with, but gradually works down to around 18c after about a month. Fresh halibut is coming in better, and quotations are down to 16c. per lb. There is very little doing in poultry, and this market is expected to be quiet until spring chickens start coming along.

Whitefish	0 12	0 13
Salmon, frozen	....	0 15
Salmon, fresh	....	0 22
Halibut, fresh	....	0 16
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Mackerel, 0-lb. kits	....	3 00
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	....	1 50
Smelts, extra	....	0 23
Brook trout	....	0 35
Smoked fillets	....	0 17
Sea herring	....	0 07½

NEW DIRECTORY ISSUED

The 1917 edition of the Red Book, a directory of wholesale grocers, semi-jobbers and chain stores in the United States and Canada, is just off the press. In addition to the other information, the directory shows the population of states and towns, the rating and financial size of the firms listed and information as to branches of these different firms where such exist

This directory which is a very serviceable volume for any one interested in the different branches of the grocery trade is published by The Orrin Thacker Directory, 33 West Gay Street, Columbus, O.

SERVICE DEPARTMENT

Mutual Purchasing Co., Winnipeg.—Would you kindly give us the names of Canadian manufacturers of paper balers?

Ans.—The Spiellman Agency, Montreal, Que.; General Sales Co., Stair Building, Toronto, Ont.; Stephenson, Blake and Co., 60 Front Street West, Toronto, Ont.; Climax Baler Co., Hamilton, Ont.—Ed.

Wm. McLeod, Chapleau, Ont.—Would you kindly advise me where I can get butter crocks?

Ans.—The Belleville Pottery Co., Belleville, Ont.; Robertson's, Limited, Kingston, Ont.—Ed.

"RAISE PRICES OR STOP BUSINESS," SAY LONDON BAKERS

The bakers of London, Ontario, declare that they would be forced to go out of business if they continued to sell bread for 8c per loaf, and, owing to the recent increase in the price of flour, shortening, malt extract, and other ingredients, the advance in price to 9c per loaf is thought to be fully justified. A further advance to 10c per loaf is not thought improbable owing to reports of damage to this year's crop of wheat by the weather, and the short crop in 1916. One of the reasons for the high cost of bread is that the bakers have been unable to obtain a stock of any size and have been practically living from hand to mouth. The purchase of large supplies of wheat by Britain and the shortage of skilled labor are also factors figuring in the increased prices.

POTATOES IN CAR LOTS WANTED

The CANADIAN GROCER has had a number of requests for the names of Western dealers who have car lots of potatoes for sale. If any persons interested in this matter would communicate with this paper we would be glad to put them in touch with these parties.

A HINT WORTH PONDERING

Enclosed please find express order to take care of the issues up to June 30, 1918, for CANADIAN GROCER, which no man in the business, big or small, can afford to be without.

My impression of CANADIAN GROCER is that all retail merchants with a staff, say, 10 or more, would greatly benefit if one evening a week was devoted to the reading of the articles, the merchant calling for comments and suggestions; in that way the merchant would have "an up-to-the-minute staff." Merchants with staffs of less than 10 should have enough copies, so that each man could read same at every opportunity."

Yours truly,
J. T. SMART.

PRODUCE AND PROVISIONS

Live Hogs Higher; Products Advance

Montreal.

PROVISIONS.—Live hogs advanced again in price early in the week, and the outlook is all for greater strength in the market for hogs and hog products generally. Shortage in supply of live hogs sent their price up to $17.50 and $17.65 per 100 pounds. Dressed hogs were fetching $23.75 and $24. Prices of all the provision products more or less are advanced this week, including lard and shortening. The tendencies are all towards greater firmness. There is no chance of lower prices for some time to come, and some wholesale firms look for considerably higher prices yet.

Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 28	0 28½
Backs—		
Plain	0 31	0 33
Boneless, per lb.	0 33	0 34
Bacon—		
Breakfast, per lb.	0 31	0 32
Roll, per lb.	0 25	0 26
Dry Salt Meats—		
Long clear bacon, ton lots	0 22	0 23
Long clear bacon, small lots	0 22½	0 23½
Fat backs, lb.	0 21	0 22
Cooked Meats—		
Hams, boiled, per lb.	....	0 41
Hams, roast, per lb.	....	0 45
Shoulders, boiled, per lb.	0 35½	0 36½
Shoulders, roast, per lb.	0 36	0 36½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27
Tubs, 60 lbs.	....	0 27
Pails	....	0 27½
Bricks, 1 lb., per lb.	....	0 28½
Shortening		
Tierces, 400 lbs., per lb.	0 20¼	0 20½
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21½	0 21¾
Bricks, 1 lb., per lb.	0 21¾	0 22

Poultry Market Has Note Of Firmness

Montreal.

POULTRY.—Owing to the high prices of pork and beef products, dealers are confident that there will be a better market for storage poultry very shortly, and that present prices will be well maintained. Advices to hand from Chicago state that some lines of poultry are practically sold out, and there is a general advance over there of from one to two cents a pound on poultry. Very little live poultry is arriving in Montreal markets as yet. Hens are the principal line offered, and for heavy fat hens the market during the past week has been from 25c to 28c per pound.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	....	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	.. 25
Turkeys (old toms, dressed, lb.	....	0 32
Turkeys (young)	....	0 33

Quite A Firmness Develops In Eggs

Montreal.

EGGS.—During the past week the market for eggs has shown some advances in price in the country, and the note of greater firmness is found in the market of interest to the retailer also, prices having gone up since last week by a cent a dozen. The country market runs from 32c to 33c a dozen, and said to be higher in some quarters. These prices look rather foolish in the opinion of experienced merchants in view of the lower prices prevailing in Chicago, where a decline of from 3c to 4c took place last week. But buyers from the American side were reported to be operating in Winnipeg and in Windsor recently. Winnipeg also shipped eggs to Vancouver, the price of these at Winnipeg being reported as 37c a dozen. Some dealers in Montreal are looking for a firmness in eggs right through the summer, and eggs at 50c a dozen to the retailer in October and November. Receipts of eggs in Montreal for the week ending April 28 were 12,930 cases, as compared with 9.617 cases for the previous week, and 19,326 cases for the corresponding period last year. The production of eggs, according to Montreal receipts for the year, May 1, 1916, to April 28, 1917, was 726,933 cases, as compared with 642,531 cases for the year previous.

Eggs—		
New laid	0 36	0 37

Butter Prices Are Easier In Country

Montreal.

BUTTER.—The market tone for butter is easier in general, and production is progressing steadily in the country, with quite a favorable outlook in the view of experts in close touch with the dairying industry. There arrived in Montreal last week (ending April 28) 5,004 packages of butter, as compared with 4,385 for the previous week, and 5,689 packages for the corresponding week of 1916. The production of butter, as shown by Montreal receipts covering the year, May 1, 1916, to April 28, 1917, was 531,244 pkgs., as compared with 419,218 pkgs. for the previous twelve months. This shows an increased production, and there are hopes that the present summer will carry on the tendency. Prices in the country are around 40c for fresh creamery. Western dairy butter has been about 2c to 3c lower than this.

Butter—		
Creamery, prints (storage)	0 40	0 43
Creamery prints (fresh made)	0 43	0 44½
Creamery solids (fresh made)	0 42	0 44
Dairy prints, choice, lb.	0 37	0 38
Dairy, in tubs	0 33	0 34
Bakers	0 30	0 31

Cheese Market Is Firm In Country

Montreal.

CHEESE.—There is a firm tone to the cheese market in spite of the doubts in exporters' minds regarding cargo space. Prices in the country have been around 25½c to 26c for April cheese. Fodder cheese has been bringing from 24½c to 25c freight from the country points additional. Cheese markets are opening from 6c to 7c ahead of last year's opening prices. Outlook is to firmness, with hopes of greater production than ever. Receipts of cheese in Montreal for the week ending April 28 were 10,181 boxes, as compared with 5,601 boxes for the previous week, and 11,202 boxes for the corresponding period last year. Up to April 28, from May 1, 1916, there had been received in Montreal 2,282,235 boxes of cheese, as compared with 2,022,028 boxes for the previous year.

Cheese—		
Large (new), per lb.	0 27	0 27½
New twins, per lb.	0 27	0 27½
Triplets, per lb.		0 27½
Stilton, per lb.	....	0 29
Fancy, old cheese, per lb.		0 32

Honey And Maple Products Firm

Montreal.

HONEY AND MAPLE.—There is no new feature of the market for honey, and prices as previously quoted are maintaining firm, while stocks run steadily lower towards the summer. Consumption of honey in the warmer weather falls off a little, and the coming of the maple products has also reduced demand for honey. The market for maple products is firm, and, while supplies have been plentifully available during the height of the producing season, it is unlikely that there will be any great surplus of either the sugar or the syrup. The quality is said to be better than usual this year, a tribute to the efforts of the Government and leading men interested in the maple industry to instruct the farmers in the arts of production.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins	....	0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 131 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.	0 14	0 15

Tendency Toward Higher Provisions

Toronto

PROVISIONS.—There was a decided upward tendency in live hogs during the week, an advance of 75c. having been recorded over a week ago. This now makes the price for fed and watered hogs at $17.25 per hundred pounds. Most of the hogs reaching the market were sold on the fed and watered basis. There was a generally higher tendency in bacon and dry salt meats. Cooked meats were quoted ½c. to 1c. higher and barrel pork was advanced $2 to $3.50 per barrel. Pure lard in tierces made a gain of 1c. per pound and compound lard also advanced in like amount. There has been a fair to brisk demand for meats of all kinds.

Hams—		
Medium, per lb.	0 30½	0 32
Large, per lb.	0 25	0 28
Backs—		
Plain	0 34	0 36
Boneless, per lb.	0 35	0 38
Bacon—		
Breakfast, per lb.	0 32	0 39
Roll, per lb.	0 27	0 28
Wiltshire bacon, per lb.	0 30	0 34
Dry Salt Meats—		
Long clear bacon	0 24½	0 25
Fat backs, lb.	0 24½	0 25
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 42
Hams, roast, per lb.	0 41	0 44
Shoulders, boiled, per lb.	0 35	0 39
Shoulders, roast, per lb.	0 36½	0 40
Barrel Pork—		
Mess pork, bbl., 200 lbs.	46 00	47 50
Short cut backs, bbl. 200 lbs.	48 00	50 00
Pickled rolls, bbl., 200 lbs.	47 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26½	0 27
Compound tierces, 400 lbs., lb.	0 20¾	0 21½

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—		
Dressed, abattoir killed	24 00	24 50
Live, off cars	17 25	17 50
Live, fed and watered	17 00	17 25
Live, f.o.b.	16 65	16 90

Storage Butter Is About Cleaned Out

Toronto

BUTTER.—Storage butter of creamery variety is about all cleaned out and commission men are largely depending on the arrival of fresh butter. Up to the present the production of fresh butter has not been heavy. Surplus butter from last season's make is accordingly not in very large compass at present. It is anticipated by commission men that the make will increase in the near future when the cattle get to pasture. It is expected the new grass butter will be in the market within the next two or three weeks. Prices have remained unchanged during the week.

Creamery prints, fresh made	0 44	0 45
Creamery solids	0 39	0 40
Dairy prints, choice, lb	0 41	0 42
Dairy prints, lb.	0 36	0 37½
Bakers	0 28	0 35

Eggs Were Again Firmer During Week

Toronto

EGGS.—There was an increase in the price of eggs to the extent of 2c. per dozen during the week which now makes the selling price 37c. ex-cartons and 40c. in cartons. There has been a certain amount of eagerness on the part of commission men to store eggs and this has had a tendency to make higher prices. It is pointed out by some commission men that the season has been somewhat backward in production so far and the eagerness to store eggs has perhaps been premature. In the Chicago district receipts of eggs have been heavy and prices there accordingly dropped 5c. dozen during the week. Some eggs for this market were even shipped into the Chicago district, but with the recent drop in that market Canadian eggs are now on a higher basis than in that district. It is expected that production will be heavier during the present week. There has been a disposition among some wholesalers to hold off on storing.

Eggs—		
New laid, cartons		0 40
New laid, ex-cartons	0 37	0 38

Appointment of Cheese Buyers Sent Price Up

Toronto

CHEESE.—The appointment of a buying agent to purchase Canadian cheese on behalf of the British Government, announcement of which was made during the latter part of last week, had the effect of sending prices of cheese higher by 2c. per pound at the cheese boards. What the reason for this advance should be could not be quite understood by some commission men. There was a firmness in the market for new cheese and prices were advanced 1c. per pound. The volume of new cheese is increasing daily, as factories get into their full stride. Old Stilton cheese is about all cleaned out, only the new of this variety being obtainable in any quantities.

Cheese—		
New, large	0 27½	0 28½
Old, large	0 28½	0 29
Stilton	0 28½	0 30

Eggs Hold Up Well And Poultry Scarce

Toronto

POULTRY.—With the maintaining of a good price for eggs during the spring there has not been much disposition for poultry raisers to part with the egg-producers. In consequence very little poultry has been reaching the market. There has been a better movement of frozen poultry during the week and the opinion is expressed among the trade that this commodity is due for higher prices when its comparative cheapness as a meat product becomes known. Spring chickens are not reaching the market since the first shipment a couple of weeks ago. Prices of poultry remain unchanged.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 20	0 22
Hens, fresh, dressed, per lb.	0 20	0 24
Turkey gobblers, dressed, fresh		0 24
Spring chickens, lb.		0 45

Prices are those paid at Toronto by commission men.

Supply of Maple Syrup Not Yet Heavy

Toronto

HONEY, MAPLE SYRUP.—The supply of maple syrup is not heavy as yet, although several cars have been received in the city. The local market is depending almost entirely on the Quebec source of supply this year as the production in Ontario is a negligible country, being nearly all consumed in the small centres. There has been a good demand for syrup and prices have held steady during the week. Honey is in very quiet market, the bulk of supplies having been used up, with interest waning on the appearance of maple syrup.

Honey		
Clover, 5 and 10-lb. tins	0 13½	0 15
60-lb. tins	0 12½	0 13
Comb, No. 1, doz.	2 40	2 75
Maple Syrup		
8-lb. tins		1 25
Gallons, Imperial		1 75

Hogs Slightly Lower; Cheaper Butter Coming

Winnipeg.

PRODUCE AND PROVISIONS. — Live hogs declined slightly last week, although the decline was very small. Some hogs sold as low as $15.50, but the majority sold $15.60 to $15.75. The decline can be attributed to packers endeavoring to bring the price of hogs down. No change took place in the price of pure lard or shortening, but all prices are firm at the high level. Eggs.—Receipts were not as heavy last week on account of the poor condition of country roads. The demand in Winnipeg was very keen for eggs, and merchants were paying 32-35c. Although the storage companies are endeavoring to get down to a basis for storage, there is hardly likely to be any marked decline, especially while early eggs are coming on the market. Butter. — There is very little new as regards creamery butter. Production is looking after the demand now. There may be a decline of one or two cents this week, and from now on dealers can hope to see lower levels on creamery butter. There is very little dairy coming in yet. Cheese is firm at 29-30c.

Hams—		
Medium, per lb.	0 27	0 28
Heavy, per lb.	0 25	0 26
Light, lb.	0 29	0 29½
Bacon—		
Breakfast, per lb.	0 30	0 31
Breakfast, select, lb.	0 35	0 36
Backs, regular		0 30
Backs, select, per lb.	0 31	0 32
Dry Salt Meats—		
Long clear bacon, light	0 23½	0 24
Backs	0 24	0 24½
Barrelled Pork—		
Mess pork, bbl.		45 00
Lard, Pure—		
Tierces		0 25¼
20s		5 15
Cases, 5s		15 15
Cases, 3s		15 30
Lard, Compound		
Tierces		0 18½
Tubs, 50s, net		4 00
Pails, 20s, net		3 90
Butter—		
Fresh made creamery, No. 1 cartons		0 42
No. 1 storage		0 41
Fresh Eggs—		
New laids	0 34	0 34
Cheese—		
Ontario, large	29 00	30 00

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., May 1.—Wholesale business for past week has been exceedingly brisk in grocery and fruit line, despite high prices. Sugar refinery employees' strike has not yet had effect on quotations. Flour maintains last week's high level, but reports that speculation at Winnipeg is likely to be curbed has had a bearish effect. It looks as if the bulls under the potato market were due for a bump, but prices are not cracked yet. Butter is easing up owing to importations from California. The California full grass butter, however, does not appeal to British Columbia palates. Strawberries are coming in slowly, but market absorbing all that are offered. Spices stocks are still low, but prices are unchanged.

VANCOUVER, B.C.—		
Sugar, pure cane, granulated, 100 lbs		8 95
Flour, first patents, Manitoba, per bbl., in car lots		12 90
Salmon, Sockeye, 1-lb. talls, per case 4 doz.		
Rice, Siam, per ton		110 00
Beans, Japanese, per pound		
Potatoes, per ton		65 00
Lard, pure, in 400-lb. tierces, per lb		0 28½
Butter, fresh made creamery, lb.		0 49
Eggs, new laid, in cartons, per dozen	0 36	0 40
Cheese, new, large, per pound		0 28½

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., May 1.—Flour still keeps climbing, advances this week show a total of $1.10 per barrel, which now makes the basis $13.60 per barrel for first patents. Prunes in all sizes are up 1c per pound with further advances likely. Quotations on rice have been withdrawn by Coast mills. Local wholesalers have advanced Chinese rice $20 to $30 per ton. Evaporated peaches are quoted about 1c higher than last week. Package cereals show advances to-day. Starches again advanced ½c per pound. Candles are up 2c, while peanut butter, Western pack, is 5c per pound dearer to-day. Australian currants are being offered at 19c to 20c per pound in bulk. Smoked meats are up ½c. Pure and compound lard has been advanced ½c per pound.

CALGARY:		
Beans, small white, Japan, lb	0 10½	0 12½
Flour, No. 1 patents, 98s, per bbl		13 60
Molasses, extra fancy, gal.		**0 77**
Rolled oats, 80s		3 50
Rice, Siam, cwt.	5 20	5 30
Sago and Tapioca, lb.		**0 09**
Sugar, pure cane, granulated, cwt		9 45
Cheese, No. 1 Ontario, large	0 27	0 30
Butter, creamery, lb.		0 45
Lard, pure, 3s, per case		
Eggs, new-laid, case		10 00
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 60	4 00
Peas, 2s, standard case		**2 35**
Apples, gals., Ontario, case		**2 50**
Strawberries, 2s, Ontario, case		5 25
Raspberries, 2s, Ontario, case		**5 50**
Peaches, 2s, Ontario, case		4 25
Salmon, finest sockeye, tall, case		12 25
Salmon, pink, tall a.ese	**5 00**	**5 50**

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 1.—The upward trend of prices on all kinds of foodstuffs continues without any apparent sign of abating. Flour, which during the past few weeks has led the procession, maintains its position in the lead by advancing within the past week upwards of one dollar per barrel. A week ago Tuesday flour was quoted at $12.60 per barrel while to-day the quotation at Regina is $13.70, an increase of $1.10 within the week. Sugar and lard, which have been advancing steadily during the winter and spring, have remained firm during the week. Cornmeal also shows no change but rolled oats have gone higher, 80's being quoted at $3.70 per case. Owing to the heavy demand for all kinds of tinware, great quantities of which are used in shipping canned goods to armies of Europe, a sharp advance has occurred this week amounting to fully 25 per cent. This increase affects all classes of tinware, including coffee tins, oil cans, etc. Wholesalers report a further advance in some lines of soap, castile, having jumped about 50c per case. Soap has been on the upward trend all winter owing to the increase in the prices of materials which go into the manufacture of this article. First one class of soap such as toilet has advanced to be closely followed by higher-priced laundry and other classes of soaps. White beans have reached a record price and are quoted wholesale at $7.50 per bushel, an advance of 50c within a week. Lima beans are up 2c. Even rice, which is regarded as one of the cheaper staple foods, has taken a jump of 50c per hundred pounds, Siam rice being quoted wholesale from $4.35 to $6. Barley is higher, 49's being quoted at $4.49. Peanuts have taken a sharp advance of 1c per pound. The syrup market is strong and an advance is expected. Starch is up ½c per pound.

REGINA—		
Beans, small white Japan, bush		7 50
Flour, No. 1 patents, 98s, per lb		13 70
Molasses, extra fancy, gal.		**0 71**
Rolled oats, bails		3 70
Rice, Siam, cwt.	4 35	6 00
Sago and tapioca, lb.		**0 09¾**
Bacon, smoked backs, lb.		0 30½
Bacon, smoked, sides, lb.		0 30
Sugar, pure cane, granulated, cwt		9 14
Cheese, No. 1 Ontario, large		0 30
Butter, creamery, lb.		0 40
Lard, pure, 3s, per case		15 10
Bacon, smoked sides, lb.		**0 30**
Bacon, smoked backs, lb.		**0 26**
Eggs, new-laid	0 32	0 35
Tomatoes, 3s, standard case		4 50
Corn, 2s, standard, case		3 75
Peas, 2s, standard, case		2 95
Apples, gals., Ontario		2 25
Strawberries, 2s, Ontario, case		**6 15**
Raspberries, 2s, Ontario, case		5 40
Peaches, 2s, Ontario, case		3 75
Salmon, finest sockeye, tall, case		12 25
Salmon, pink, tall, case	6 85	7 00
Pork, American clear, per bbl	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 1.—Flour shows a total advance of $1.20 during the week, now making Manitoba first patents $14.80 and Ontario $14.05 per barrel, but wheat situation to-day indicates decline. Rolled oats higher at $9.50 per barrel. Beans show heavy advance; white are $9.25 to $9.30 per bushel and yellow-eyed $9 to $9.10. Rice is also higher at $5.75 to $6 per 100 lbs. Eggs are firm at 35c to 38c per dozen. Butter slightly advanced at 40c to 43c per lb. Pure lard 28½c; compound, 21c to 21¼c per lb. Cream of tartar, 48c to 51c per lb. California fruit lower; lemons are from $4 to $4.50 per case; oranges from $3.50 to $4 per case. Potatoes have advanced to $6.75 per barrel; bagged onions are off the market; Bermudas, 50-lb. crates are now offering at $5. Barreled apples are also off the market, none being offered.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba		14 80
Ontario		14 05
Cornmeal, gran., bbls.		9 25
Cornmeal, ordinary, bags		3 15
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.		9 50
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	9 00	9 10
Rice, Siam, cwt.	5 75	6 00
Sago and Tapioca, lb.	0 13½	0 14
Sugar—		
Bright yellow		8 55
No. 1 yellow	8 35	8 40
Paris lumps	10 00	10 25
Cheese, N.B., twins	0 27½	0 28
Eggs, new-laid	0 35	0 38
Roll bacon		0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 42	0 43
Lard, pure, lb.		0 28½
Lard, compound	0 21	0 21¼
American clear pork	51 00	52 00
Beef, corned, 1s	3 00	3 50
Tomatoes, 3s, standard case		**4 70**
Corn, 2s, standard case		3 50
Peas, 2s, standard case		2 80
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case		5 00
Raspberries, 2s, Ontario, case		5 40
Peaches, 2s, Ontario, case		4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums	5 00	5 25
Sardines, domestic, case		4 75
Cream tartar	0 48	0 51
Currants, lb.	0 20	0 21
Raisins, choice, lb.		0 12
Raisins, fancy, lb.		0 12¼
Raisins, seedless, lb.		0 15
Prunes, 90-100, lb.	0 12	0 12¼
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon	0 26	0 27
Evaporated apples, lb.	0 12	0 12½
Evaporated apricots, lb.		0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, Oregon, box		3 50
Lemons, Messina, box	4 00	4 50
Lemons, Cal., box	4 00	4 50
Oranges, Cal., box	3 50	4 00
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	5 50	6 00
Potatoes, bbl.		6 75
Onions, Bermudas, 50-lb. crate		5 00

PAINTS at $2.60 per Gallon

An Unusual Opportunity for General Merchants

SO that every General Dealer may know what big profits there are in selling *MOORE'S PAINTS* we are making this special offer of an assorted trial shipment at $2.60 per gallon.

THE demand for Moore's is worth catering to in every community. And every drop of it is sold on the "money-back" guarantee of satisfaction.

Customer-satisfaction and good profits are certain. Write for that trial order now.

May 15th latest date on which we can accept orders at above price.

Benjamin Moore and Co., Ltd., West Toronto





Malcolm's have an established selling reputation

Their quality, convenience and all-round goodness have made Malcolm Milk Products favorites in their respective fields.

Every Malcolm line is entirely Canadian-made—the only such in the whole Dominion. Support home industry and satisfy your customers by selling Malcolm's. Every sale gives good profit.

The Malcolm Condensing Co.

St. George Limited Ontario

The Only Canadian Milk Company

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

If any advertisement interests you, tear it out now and place with letters to be answered.

Made in Canada

All the rich flavor





of the Concord Grape

E D S

Steady Summer Repeats

are an absolute certainty when E.D.S. GRAPE JUICE is in front.

The Natural Concord Flavor of this delicious beverage has won favor everywhere. The demand is growing.

Plan now to meet it and profit thereby. Place your orders early and let your customers know you handle E.D.S. Grape Juice.

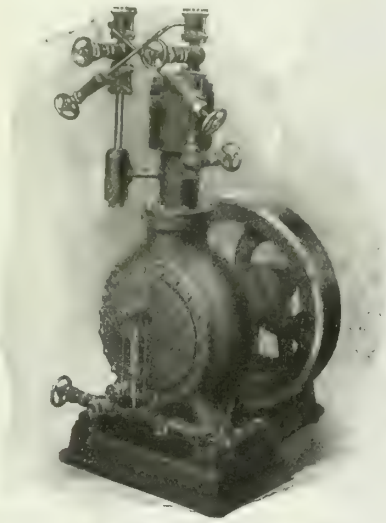
E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.



STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick - Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for Bulletin No. 103A.

The W. A. FREEMAN CO., Limited
Hamilton, Canada

Bacon

"Star" Brand English Breakfast Bacon as sent out by us is the result of over sixty years of experience in the Curing of Good Bacon. It has no superior for delicious quality. Just try it yourself and you will be able to tell your customers so.

Made under Government Inspection.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10 case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0 95	$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90
8-oz.	2 55	2 50
12-oz.	3 85	3 75
16-oz.	4 90	4 80
2½-lb.	11 60	11 35
3-lb.	13 60	13 35
5-lb.	22 35	21 90

F.O.B. Montreal, or F.O.B. jobbers' point subject to jobbers' regular terms.

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
4 oz. Tins, 4 doz. to case weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 20
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

DOMINION CANNERS, LTD.

JAMS.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	2 40
Currant, Black	2 50
Plum	2 30
Pear	2 30
Peach	2 30
Raspberry, Red	2 50
Raspberry and Red Currant	2 40

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case.	$4 10
5 lb. tins, 1 doz. in case.	4 70
10 lb. tins, ½ doz. in case	4 40
20 lb. tins, ¼ doz. in case	4 25
Perfect seal glass jars in the case	3 40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe, Quaker.

	Per doz.
Individual Baked Beans, Plain 80c, or with Sauce, 4 doz. to case	0 90
1's Baked Beans, Plain, 4 doz. to case	0 95
1's Baked Beans, Tomato Sauce, 4 doz. to case	1 15
1's Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $2.45 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, $3 doz.; 3's, Chili Sauce, $3 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	1 60
12 oz. Glass, Screw Top, 2 doz. in case	1 80
16 oz. Glass, Screw Top, 2 doz. in case	2 30
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	2 20
2's Tin, 2 doz. per case	3 20
4's Tin, 12 pails in crate, per pail	0 59
5's Tin, 8 pails in crate, per pail	0 72
7's Tin or Wood, 6 pails in crate	0 94
14's Tin or Wood, 4 pails in crate, per lb.	0 13½
30's Tin or Wood, one pail only, per lb.	0 13½

BLUE

Keen's Oxford, per lb.	....
In 10-lb. lots or case	....

CEREALS

WHITE SWAN	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wght. 50 lbs.	2 70
Health Flour, 5 lb. bags, per doz.	3 60
King's Food, 2 doz. to case, weight 95 lbs.	5 50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4 50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 50
Wheat Kearnels, 2 doz. to case	2 70

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	$4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, lb.	0 23
Soluble, bulk, No. 2, lb.	0 21
London Pearl, per lb.	0 25

(Unsweetened Chocolate)

Supreme chocolate, ½s, 12-lb. boxes, per lb.	0 36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

"It's all Right"



By far the largest sale in Canada

The Popular Brand

Retailers should bear in mind that the free Premiums on purchases of Comfort Soap increase their profit by at least 36c. per case.

Write for Quotations and Premium List.

Pugsley, Dingman & Co., Limited

TORONTO



We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.



The kind that pleases the discriminating

If you wish to build up the Fish Department in your business, beware of handling goods of doubtful quality.

Stock only the kind whose wholesome, appetizing qualities will appeal to the tastes of the discriminating.

Brunswick Brand signifies wholesome quality sea foods at a moderate price.

Replenish that depleted stock with Brunswick Brand —the kind that gives satisfaction.

Our Chief Sellers:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Bros., Limited

Black's Harbor, N.B.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	**0 90**
Sweet Chocolate—	**Per lb.**
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections.	**Per doz.**
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 33
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. bxs.,	
Chocolate ginger, 5-lb. bxs.,	0 40
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 95
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES
DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD.
CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each, 24 cans	5 65
Jersey Brand, Hotel, each 24 cans	5 65
Peerless Brand, Hotel, each 24 cans	5 65
St. Charles Brand, Tall, each 48 cans	5 75
Jersey Brand, Tall, each 48 cans	5 75
Peerless Brand, Tall, each 48 cans	5 75
St. Charles Brand, Family, each 48 cans	4 90
Jersey Brand, Family, each 48 cans	5 00
Peerless Brand, Family, each 48 cans	5 00
St. Charles Brand, small, each 48 cans	2 40
Jersey Brand, small, each 48 cans	2 40
Peerless Brand, small, each 48 cans	2 40

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, each 24 cans	5 50

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 36

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$ 1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 00
8 oz. bottles, per doz., weight 14 lbs.	6 00
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	**1 75**
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size, per doz.	**1 85**
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	**1 35**

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2.75; 1s, $3.50; 2s, *$9; 6s, $34.75; 14s, $68.00.

Roast Beef, ½s, $2.75; 1s, $3.50; 2s, *$9; 6s, $34.75.

Boiled Beef, 1s, $3.50; 2s, $9; 6s, $34.75.

Jellied Veal, ½s, $2.75; 1s, $3.50; 2s, $7.

Corned Beef Hash, ½s, $2.

Beefsteak and Onions, ½s, $2.75; 1s, $3.50; 2s, $9.00.



A favorite for over 70 years

No other brand of baking soda on the market has so steadily retained the good housewives' confidence as Cow Brand. It has given, it is giving, her a service every day that makes her a firm believer in Cow Brand superiority.

Are you selling your share of it?

Church & Dwight, Limited

Manufacturers - MONTREAL



The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem, than

Windsor Table Salt
Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED

There is never a doubt as to the purity and reliability of Furnivall's Fine Fruit Pure Jam. Care in selecting only juicy, sun-ripened fruits, care in the quality of Cane Sugar used, care in every part of its manufacture guarantees satisfactory jam for every Furnivall dealer.

Stock up to-day.

FURNIVALL-NEW, Limited

Hamilton, Canada

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., **Toronto. Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton** R. M. Griffin. **Calgary, Alta.** — MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.

You should be represented on the Manufacturers' Agents Page of Canadian Grocer.

It will pay you to investigate. Write for rates and particulars to-day.

If any advertisement interests you, tear it out now and place with letters to be answered.

No Advance Yet in the Price of

G Washmgton's REFINED Coffee

Here is something that will interest you!

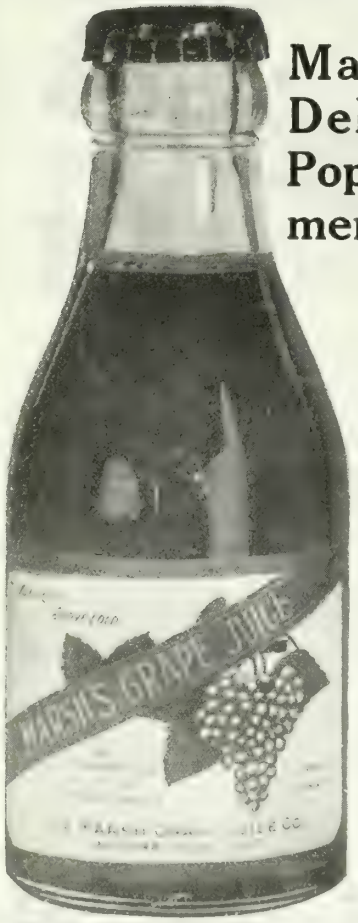
Three family size cans of G. Washington's Refined Coffee gives you a profit of 75c, and makes 240 to 300 cups of delicious coffee. If your profit on tea is 20c per pound, you must sell 3½ pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee for home and for overseas use.

CANADIAN SALES AGENTS:

Mr. Edmund Littler, 169 William St., Montreal.
Mr. W. G. Kyle, 261 Stanley St., Winnipeg.
Mr. E. J. Roberts, 215 Tenth Ave. W., Calgary.
Mr. T. J. Johnson, 842 Cambie Street, Vancouver.
Mr. W. G. Varty, 29 Melinda Street, Toronto.



Marsh's—the Delicious and Popular Summer Beverage

You'll find Marsh's Grape Juice worth concentrating on during the coming summer months.

Marsh selling value will reap you big profits and big customer satisfaction.

Get your stock in hand now.

MARSH GRAPE JUICE COMPANY

Ontario Agents:
MacLaren Imperial Cheese Company Toronto

Cambridge Sausage, 1s, $3.00; 2s, $5.50.
Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.00; 1s, $3.00; 4s, $20.00.
Sliced Smoked Beef, glass, ¼s, ..; ½s, $2.25; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.50.
Ham and Veal, ½s, $2.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.
Potted Meats, Glass—Chicken; Ham, Tongue, Venison.
Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.
Ox Tongues, Glass, 1½s, $12; 2s, $14.
Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14½c lb.
In Glass, 1s, $3.
Clarke's Peanut Butter — Glass Jars, ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz., —
Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2.15.
Individuals, 80c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.50.
Individuals, 90c doz.
Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.50.
Individuals, 90c doz.
Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.
Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.
Clark's Chateau Chicken Soup, —
Clark's Chateau Concentrated Soups, No. 2 assorted, $1.15.
Clark's Chateau Concentrated Soups, No. 1 assorted, $1.15.
Sphaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.
English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre, cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 30
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 30-tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 28

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEENE'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	
Lemon, 2 dozen	2 50
Unfiflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90
List Price	

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho. dredge. Per doz.
Allspice	$0 48	$0 90
Arrowroot, 4 oz. tins, 90c.	....	....
Cayenne	0 48	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 48	0 90
Cinnamon whole, 5c. pkgs., window front, 45c.	....	....
Cloves	0 48	0 90
Cloves, whole, 5c. pkgs., window front, 45c.	....	....
Curry powder	....	....
Ginger	0 48	0 90
Mace	1 25	....
Nutmegs	0 48	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 48	....
Pepper, black	0 48	0 90
Pepper, white	0 52	0 95
Pastry spice	0 48	0 90
Pickling spice, window front, 90c.	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

TOMATOES

Our First Car

Fancy Floridas

Due To Arrive This Week.
Price Much Lower.

Strawberries

Fine Quality.
Pints and Quarts Arriving Daily.

Send your Orders to

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.
Established 1861

Fresh daily from the South
Cars of

Strawberries
Pineapples
Tomatoes
Cucumbers

We are headquarters for all Fruits and Vegetables.

The best of quality. Prices now down to a reasonable basis.

WHITE & CO., LIMITED
TORONTO and HAMILTON

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



Display Sterling Tomato Catsup Constantly

The standard of quality for which every Sterling Product is famous is perfectly reflected in

Sterling Tomato Catsup

every drop of which has that zesty piquancy and deliciousness so sought after by the discriminating.

Let a trial supply show you how quickly it sells, what repeat orders it produces, what good profits it offers. Stock up to-day.

T. A. Lytle Co., Ltd.

STERLING ROAD, TORONTO

INDEX TO ADVERTISERS

A

Acadia Sugar Co. . . . . Inside back cover
Ackerman, H. W. . . 11
American Computing Co. 3

B

Babbitt's Cleanser . . . 7
Baker, Walter, Co. 5
Bain, Donald H., Co. 9
Benedict, F. L. 52
Betts & Co. . . . . Inside front cover
Borden Milk Co. . . . . Front cover
B. & L. Mfg. Co. 4

C

Canadian Milk Products, Ltd. 6
Canadian Salt Co., Ltd. 45
Church & Dwight 15
Clark, W., Ltd. 7
Climax Baler Co. 4
Cockburn, F. D. 8
Commercial Underwriters 52
Connors Bros., Ltd. 44

D

Denault Grain & Provision Co., Ltd. 12
Direct Supply Association 52
Dole Bros. Hops & Malt Co. . . 4

E

Eckardt, H. P., Co. 47
Escott, W. H., Co., Ltd. 9
Eureka Refrigerator Co., Ltd. 13

F

Fearman, F. W., Co., Ltd. 11
Freeman, The W. A., Co. . . . 42
Furnivall-New, Ltd. 45

G

Gagne, G. 12
Gillespie, The Robt., Co. 4. 9
Gleba Polish Co. 4
Grant, C. H., Co. 10

H

Hamblin-Brereton Co., Ltd. . . . 11
Hargreaves Bros. of Canada, Ltd. 7
Heinz & Co. 6
Horne, Harry, Co. 11
Hop-Malt Co. 52
Hygienic Products Co. 2

I

Imperial Extract Co. 2
Imperial Rice Milling Co. . . . 7

J

Jarvis, F. S., & Co. 2
Jones, C. & J. 9

L

Lake of the Woods Milling Co. Back cover
Lalonde, A. 11
Lambe, W. G. A., & Co. 11
Leacock & Co. 7
Lemon Bros. 43
Lever Bros. 13
Lytle, T. A., Co. 50

M

Maclure & Langley, Ltd. . . 11
Magor, Son & Co., Ltd. . . 14
Malcolm Condensing Co. 40
Mann, C. A., & Co. . . . 52
Marsh Grape Juice Co. . . 46
McCabe, J. J. 49
McWilliams & Everist . . 43
Millman, W. H., & Sons . . 11
Moore, Benjamin, & Co. 40

N

National Cash Register Co., Ltd. 1
Norwegian Canners (export office) 48

O

Oakeys 52
Ontario Grape Growing & Wine Mfg. Co. 3

P

Paine, Jno. B., & Co. 10
Patrick, W. G., Co. 11
Pennock, H. P., & Co., Ltd. . . . 8
Perry, H. L., Co. 8
Pullan, E. 52

R

Red Rose Tea Co. 13
Regina Storage & Forwarding Co., Ltd. 10
Rock City Tobacco Co., Ltd. . . . 12
Rose & Laflamme, Ltd. 12

S

St. Lawrence Sugar Refineries Inside front cover
Sarnia Barrel Works 52
Scott-Bathgate Co., Ltd. 8
Smith, E. D., & Son, Ltd. . . . 11
Spratts . . . . . Inside back cover
Standard Imports Limited 48
Stephenson-Blake Co. 6

T

Tanguay, Alfred T., & Co. . . . 12
Thompson, G. B. 9
Thum, O. & W. 52
Tilley & Son, Chas. 48
Toronto Butchers' Supply Co. . 52
Toronto Salt Works 52
Trent Mfg. Co. 52
Turgeon, E. 12

W

Walsh, M. M. 11
Walker, Hugh, & Son 49
Washington's, Geo., Coffee . . . 46
Watson & Truesdale 9
Wetheys, Ltd. 6
White & Co. 43
White & McCart, Ltd. 11
Woods, Walter, Co. . . . . Inside back cover

The Businessman's Mind

BANKERS are supposed to have a particular character of mind; Lawyers and Doctors likewise; Teachers also. These minds have both narrowness and breadth. They see widely and deeply in their own realms, and narrowly and sometimes shallowly in regard to matters outside their particular worlds. At least, this is the common supposition.

THE Businessman — What should be the character of this mind? — What is the mind of the Manufacturer, the Wholesaler, the Retailer? Certainly the Businessman's mind should be broad. It should be something of the Banker's, something of the Financier's, something of the Statesman's. The Businessman should see broadly. The horizon of interest and of inquiry for him should be a far one.

The happy thing about it is that the business man—manufacturer, jobber, retailer—can have the far outlook—this by the reading each week of a newspaper with a far outlook—

The Financial Post
OF CANADA

This is a business man's paper—it is a paper for bankers, for investors, for trustees, for financial men. But it is also a newspaper for **merchants,** very much so.

Merchants need to know markets and market tendencies and market factors. They need to know conditions, local and remote. They need information to buy right and to sell safely.

And the knowledge they need they can have for the insignificant sum of $3 annually.

THE FINANCIAL POST is a most readable paper—positively enjoyable to the layman reader. It makes any man broader minded, and every business man a better business man. Growth in bigness at $3.00 a year!

Send for free sample copy to the Publishers, or sign and mail attached coupon.

THE FINANCIAL POST OF CANADA 1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit $3.00 to pay for my subscription on receipt of bill.

Name.....

Address .....

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent. Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

POSITION WANTED

GROCER, AGE 30, MARRIED, SEEKS POSITION as head clerk or manager, 15 years' experience; expert window trimmer and card writer; highest references.—J. A. Unwin, 84 McCaul, St., Toronto.

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

GROCER WITH TWELVE YEARS' EXPERIence in groceries and crockery desires position as manager or head clerk. Married. Good references.—Box 80, Canadian Grocer.

FOR SALE

FOR SALE—WELL ESTABLISHED GENeral store business. Owner wishes to retire. Also land and buildings. Address Box 225, Canadian Grocer.

GENERAL STOCK — ABOUT $8,000 — DRY goods, groceries, boots and shoes in the Village of Thedford, County of Lambton; clean, well assorted; business established forty years; has splendid connection with best class customers; attractive opportunity for buyer wanting a good going concern, with steady, profitable trade; owner retiring; stock lists at St. Mary's and Thedford. Apply Dicksons' Limited, St. Mary's.

GROCERY BUSINESS — ESTABLISHED 13 years—best residential section of the busy City of Kitchener, Ont. Known as the 5 points. Stock and fixtures about $3,000. Annual turnover $16,000. This can be increased by right man. Reason for selling, "poor health." Will sell with or without propeerty. Apply H. J. Ahrems, Kitchener, Ont.

Try MANN & CO. for
FANCY POULTRY
Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

Make your genuine but strictly temperance
Lager Beer
at home with pure
Hop Malt Beer Extract
Agents wanted—no license necessary. Write for particulars and terms.
HOP-MALT COMPANY
Dept. 52. Beamsville, Ontario

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH WELLINGTON


JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.
AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods
Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
2,000,000 users
Direct Supply Association
509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

BARRELS
(The best shipping package.)
We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL ACADIA SUGAR

EVERY GRAIN PURE CANE.

Royal Acadia—the sugar that always satisfies

The sugar that's 100% pure and 100% customer-satisfying.

Every dealer should make a point of carrying *ROYAL ACADIA* in stock. The very first trial convinces the housewife that Royal Acadia is the best sweetener on the market.

Get your proper share of sugar sales and sugar profits by stocking Royal Acadia.

The Acadia Sugar Refining Co.
Halifax, Canada Limited

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

? ? ? ***Ask us for***

Wrapping Papers
Twines
Brooms Brushes

Parchment Butter Paper
Printed and Plain

PROMPT SHIPMENT

WALTER WOODS & CO.
HAMILTON and WINNIPEG



To Decrease Your Cost Increase Your Turnover

SHOW your trade the Road to Bakewell!

The brand "FIVE ROSES" is the signpost directing ambitious housewives in *your* trading radius to Better Bread, Better Cakes, Better Puddings and Pastries.

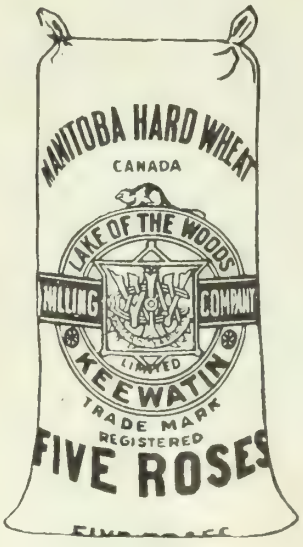
The woman who seeks this road has taken the initial step towards Increased Consumption, in the wake of which comes Increased Retail Turnover.

Cultivate the consumer who uses FIVE ROSES flour, for she radiates Baking Success. She is a constant source of inspiration to an ever-widening circle of quality buyers.

Consider the 40 grocery specialties whose retail movement is affected by successful FIVE ROSES buyers.

Every single item in your stock that can be classed as a baking ingredient finds increased sales in a FIVE ROSES household.

To decrease your overhead, increase your turnover. To speed up entire grocery turnover, sell FIVE ROSES flour.



Daily Capacity
27,400 bags of 98 lbs.

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, MAY 11th, 1917 No. 19

KING GEORGE'S NAVY



Figure on More Tobacco Business

Plan to get more. Push the lines in whose good qualities the men have confidence. Keep your tobacco showcase well stocked with popular brands such as *KING GEORGE'S NAVY* —the best-liked chew on the market.

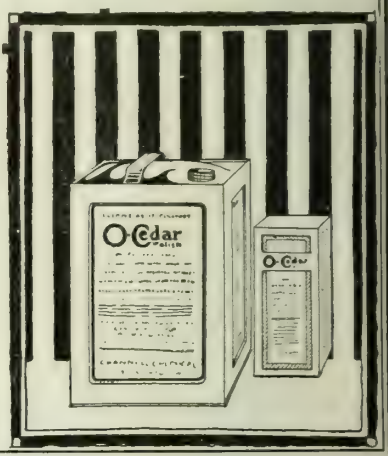
Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



Attention!!

You want the passersby to notice your window and merchandise displayed. This O-Cedar Electric Sign will get their attention and suggest not only O-Cedar but other articles about it.

O-Cedar Polish



You Get This Sign FREE

with either of the following orders. Prices are subject to usual discount.

DISPLAY DEAL No. 63.

	Sells for
3½ Doz., 4-Oz. O-Cedar Polish	$10.50
7 Doz., 12-Oz. O-Cedar Polish	42.00
½ Doz. Quarts O-Cedar Polish	7.50
O-Cedar Electric Sign	Free
	$60.00

DISPLAY DEAL No. 64.

	Sells for
10¾ Doz., 4-Oz. O-Cedar Polish	$32.25
4 Doz., 12-Oz. O-Cedar Polish	24.00
¼ Doz. Quarts of O-Cedar Polish	3.75
O-Cedar Electric Sign	Free
	$60.00

Order from your jobber.

CHANNELL CHEMICAL COMPANY, LIMITED, 369 Sorauren Ave. TORONTO

Get one of our trial shipments of

PAINTS

at $2.60 per gallon

GENERAL DEALERS: —Here is an unusual opportunity to make many extra sales and good, big profits.

Moore Paints are favorably known everywhere. Cash in on their popularity by sending for one of these trial supplies and letting your customers know you handle Moore's.

"Money back if not satisfied"

PROFITS ARE SURE.

May 15th latest date on which we can accept orders at above price.

Benjamin Moore & Co., Limited

WEST TORONTO

Start in now to feature Borden's





Unbeatable reputation, unimpeachable quality, and sterling value are the three big winning points about the

Borden Line of Milk Products

that make them worth while. These, together with their increasing popularity, make a selling combination unexcelled, and one which dealers everywhere are finding exceedingly profitable.

Get your share of this business by pushing Borden's constantly. Keep displays working for you on your shelves, counters and windows.

Begin now.









Borden Milk Company

Limited

"LEADERS OF QUALITY"

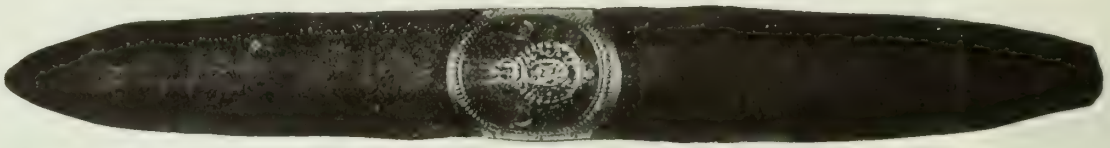
MONTREAL

Made in Canada *Every One a Leader*

Branch Office: No. 2 Arcade Building, Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

A delightful cigar for your tobacco display case



There are a number of men in your community to whom the quality of Orlando (Invincible) Cigars will appeal once you get them acquainted.

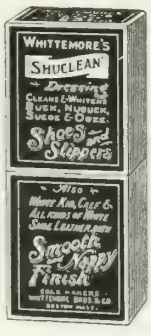
Price and quality have popularized it everywhere. It is the peer of the three-for-a-quarter cigar lines—big, fine-flavored and of high-grade quality.

Stock this popular line and know what quick, profitable cigar sales mean to you.

W. R. WEBSTER & COMPANY, LIMITED
SHERBROOKE, CANADA

Mr. Dealer

Here are the Season's Leaders in Shoe Polishes









"SHUCLEAN." White kid and white leather cleaner.

"ALBO." White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).

"CAHILL'S" French Bronze Dressing. Bronzes any color shoe.

"BOSTONIAN CREAMS." Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.

"GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c and 25c.

Ask Your Jobber for Prices and Complete Catalog

***or write us* (WHITTEMORE BROS. CORP.) at Boston, Mass.**



Made in E D S *Canada*



Be sure you're well stocked to meet the Summer demand for

E. D. SMITH GRAPE JUICE

It's going to be a worth-while demand. Quality temperance beverages will be more popular this summer than ever before, and E. D. Smith Grape Juice is undoubtedly the peer of all temperance drinks.

Every sale of this Natural Concord Grape Juice makes a satisfied customer, insures you repeat sales and good profits. Order now and be prepared for the coming hot weather demand.

E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Selling Satisfaction To The Home Cook

When you sell the home cook a bag or barrel of flour bearing the PURITY trade-mark, you are selling her more than mere flour—you are selling her SATISFACTION.

PURITY FLOUR is milled from the world's highest grade wheat by the most modern process. It is pure, full of flavor, uniform in quality, and absolutely dependable.

For bread, for pies, for cakes, for biscuits, you can give it your strongest recommendation.

PURITY FLOUR

Western Canada Flour Mills Co., Limited

Toronto Winnipeg Calgary Goderich Montreal St. John



Knox Sparkling Gelatine Puts Money Into Your Cash Drawer

At the retail price of twenty cents per package you make a splendid profit on **Knox Sparkling Gelatine**. Each package makes four pints of jelly at a cost to your customer of only five cents per pint.

AND YOU ALSO SELL OTHER ARTICLES

because **Knox Gelatine** is unflavored, and when women buy it they also buy extracts, fruit, nuts, sugar and similar goods to use with it.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S

You do not need to be told, Mr. Grocer, that the name CLARK'S on canned goods is a guarantee of quality.

The season is at hand when your customers want prepared



SOUPS



Keep a full line.

Let them know you stock CLARK'S.

Have them try an assortment and watch results.

QUALITY TELLS.

COMPARE THE PRICES.

W. CLARK LTD. MONTREAL

Clark's

More Good News

Aston Manor
May 9, 1917

W. G. Patrick & Co., Limited
Toronto

Embargo on H.P. Sauce for Canada and United States removed. Forwarding orders quickly as possible.

Midland Vinegar Co.

We will book your order for

H.P. Sauce

for Delivery on arrival next month.

Send in your orders at once.

W. G. Patrick & Company, Limited

DIRECT IMPORTERS

Toronto **Montreal** **Winnipeg** **New York**

Crossed Fish Sardines

Stavanger, Norway
May 7, 1917

W.G. Patrick & Co., Limited
Toronto

Cannot accept further orders for Crossed Fish under 3/- case advance, which is lower than local price obtainable. Raw materials advancing immensely.

Stavanger Preserving Co.

We received the above cable this week and offer our present stock subject to being unsold at our old basis of cost.

Grasp this opportunity of covering your summer requirements.

Further particulars on request.

W. G. Patrick & Company, Limited
DIRECT IMPORTERS

Toronto **Montreal** **Winnipeg** **New York**



—indispensable for your customers' housecleaning operations.

The unequalled cleaning qualities of "LIVELY POLLY" SOAP POWDER make it particularly advisable to feature it strongly during the housecleaning weeks now approaching. Mrs. Housewife, in strengthening her forces preparatory to attacking the entrenchments of General Dirt, will welcome such a strong ally as "Lively Polly."
Grocers stocking this wonderful 5c cleaner will find their profits appreciably increased and, what is just as important, their customers perfectly satisfied.
Be one of them. Get your stock in order right now and prove "Lively Polly" selling merits.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents: McLellan Import Co., 301 Read Bldg. MONTREAL

Give your customers the Babbitt habit



You'll find it easy enough. Just get her acquainted with the full weight and the unequalled value of this line—a big-sized can of the finest cleanser on the market for 5c. Babbitt's is a good line to keep in front. It is always an active seller.
Premiums for trade-marks.

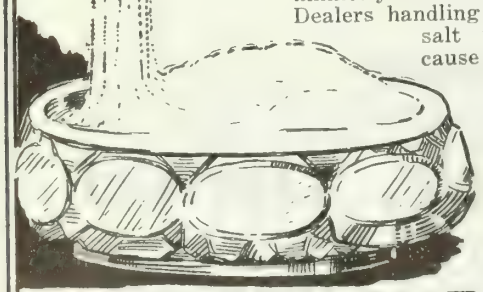
Agents:
WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

CENTURY SALT

TRADE MARK

Gives the housewife full value

Century Salt is not a combination of cheap ingredients. It is pure, and pure salt goes further and gives infinitely better results.
Dealers handling it get real salt profits, because its quality keeps repeat orders constantly flowing in.



THE DOMINION SALT Co LIMITED
SARNIA, ONT.

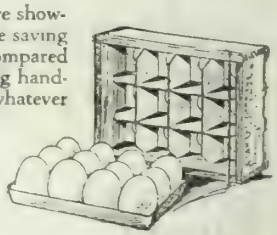


Then in order to secure the greatest profit, save most in time and trouble, you need

The Star System for Safe Egg Handling

63% of your Brother Grocers unhesitatingly recommend it as the most satisfactory system of egg delivery ever devised. Why not let us show you the extra profit it will effect when applied to your business?

FREE—A survey of your store showing you in dollars and cents the saving the *Star System* will effect as compared with your present method of egg handling. There is no obligation whatever and incidentally it may save you hundreds of dollars yearly.



STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay St., Rochester, N.Y.

If any advertisement interests you, tear it out now and place with letters to be answered.

N. C. R.

—A system that makes money by saving money

4—By saving your time

The merchant's time is valuable. Waste of his time is a serious loss.

The New National Cash Registers help all merchants by saving much valuable time.

At the end of each day they furnish you with a complete itemized statement of the day's business.

They tell you the amount of every transaction. They tell you whether it was cash or credit, C.O.D. or approval, money paid in or paid out.

This information is faultless and complete. It is available at any time—permanent records that can be transferred to your books as unquestionable.

Our New Model Registers are always on duty—do not grow tired, or become inefficient. They take a burden of detail off your mind.

They will remain reliable and efficient throughout a lifetime, ready with their complete statements at any moment.

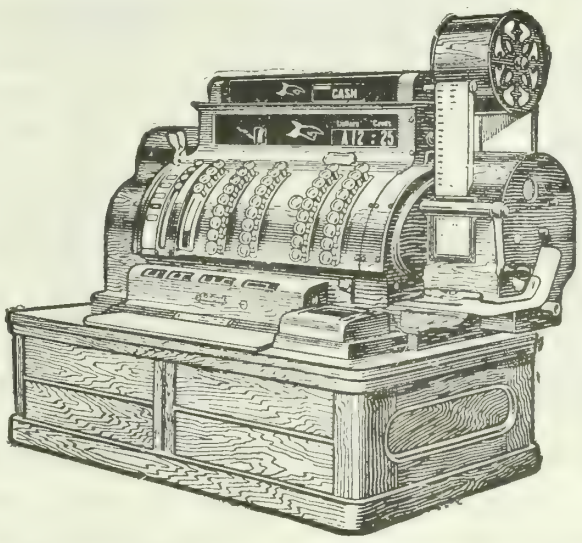
Because they relieve you of much worry and unprofitable expenditure of time, they are money-producers—they enable you to attend to each customer—give more time to service and store displays.

Now is the ideal time to install one of our machines that will make money by saving your valuable time.

Remember, this is an incidental part of the service they perform.

Write us to-day. We will gladly give you full information.

The National Cash Register Co.
of Canada, Limited
Christie Street - - Toronto, Ontario



If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

One Inch Space
$1.00 Per Issue
on Yearly Order.

C.H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue East. Winnipeg

Tell the Advertiser where you saw his Advertisement.

THE H. L. PERRY CO.
214-216 Princess St., Winnipeg
We can make a big success of your agency. Unequalled facilities. "Always on the job."
Storage Distributing Forwarding



WESTERN REPRESENTATION

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

SCOTT-BATHGATE COMPANY, Ltd.
Wholesale Grocery Brokers and Manufacturers' Agents
149 Notre Dame East, WINNIPEG

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

This Space is Yours For $2 On Yearly Order

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE from COAST to COAST.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

G. B. Thompson & Co.
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES
WHITE BEANS
DRIED APPLES

What have you to offer? State quantity and quote lowest price.

WHITE & McCART, LIMITED
309-310 Board of Trade Building
TORONTO - - ONTARIO
'Phone Main 2319

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
TORONTO WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont.

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

W. H. Millman & Sons
TORONTO
Wholesale Grocery Brokers

We have some California Raisins that we can offer at slightly lower price than can be imported.

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.
We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

The Costliness of Man-time

HOWEVER necessary it may be to employ flesh and blood salesmen to sell your merchandise to farmers, you cannot possibly overtake all your prospects by this method alone. It would bankrupt you.

You must employ the method of influence and persuasion known as Modern Advertising. By this means you can make known what you have to sell to **all** farmers **everywhere, simultaneously.**

Suppose you cannot afford to use all the farm papers, and are looking for one having **national** circulation. This **one** medium is

The FARMER'S MAGAZINE

This should impress you: **The Farmer's Magazine** is the best produced farm paper in Canada—3-color covers, fine illustrations, good paper, good typography and printing, and most important of all, the best edited. A sample copy will convince you.

If the farmer is your customer, use **The Farmer's Magazine.**

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers.
91 DALHOUSIE ST. - QUEBEC CITY

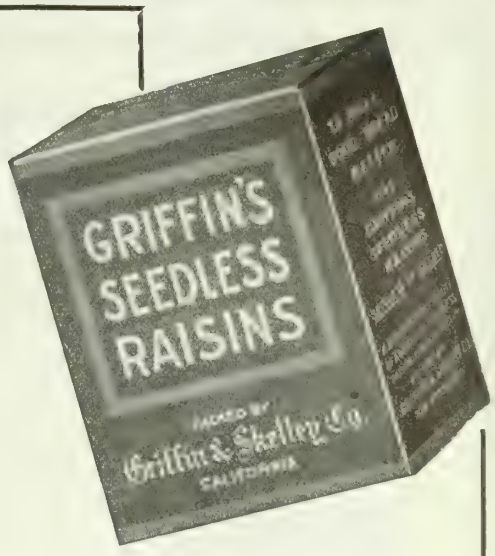
OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

Kindly mention this paper when writing to advertisers.

Say to your customer:

"Griffin & Skelley, madam"



She knows that Griffin & Skelley's dried and canned fruits and vegetables are the very acme of quality; consequently she'll be quick to appreciate the delicate compliment you pay her in suggesting this high-grade brand.

Particularly is this true of

Griffin & Skelley's "Seedless" Raisins

This line is in good demand the entire year. You'll find it far more acceptable to your trade than any other raisin line you can suggest.

Your jobber can supply you. Ask him.

If any advertisement interests you, tear it out now and place with letters to be answered.

Retailers!

Anchor Caps on Glass Packages

ANCHOR CAPS merit their name because they hold. They make their seal where the glass is most perfect, on the side of the jar about one-quarter of an inch below the top. That is why the seal is absolutely air and liquid-tight and why mold is prevented.

ANCHOR CAPS cannot be knocked off when the jars are being packed for shipment and when the cases are being bumped around in freight and express cars. That is why the packages reach you in perfect condition retaining their attractive appearance, and, what is more to you, there are no returns to be made to your wholesaler.

ANCHOR CAPS are easily removed and when taken off the contents of the package have their original sweet flavor and that is why thrifty housewives are daily enquiring for the only cap on the market that prevents mold contamination, leakers and returns.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

How to Test Advertising

THE man who doubts the power of advertising belongs in the same class with the man who refuses to believe that the world is round simply because he can't get off somewhere at a distance and see its roundness for himself.

The merchant who fears to attempt advertising because he figures it as an "expense" is blind to his own interests. I personally know several men who, because they once tried advertising to the extent of a cheaply printed hand-bill and didn't find it necessary next morning to call on the police to keep the crowds of eager buyers from swamping their store, loudly and solemnly aver that "advertising doesn't pay."

Advertising *does* pay.

The most successful merchants are the merchants who believe most thoroughly in advertising and who practice their belief.

But advertising, in order to pay, has got to be *intelligent* advertising.

The day of hashed-over superlatives —"best goods," "lowest prices," "best stock in town," "greatest bargains ever heard of," and so on—has passed.

People have learned to distinguish the *truthful* advertiser from the blatant behind-the-times storekeeper who believes that, so long as *he* claims to have the best goods on earth, or under the earth, or within wireless distance of the earth, people will break their necks trying to get to his counters in the forefront of the crowd.

Put some *brains* into your advertising.

Don't let the office boy write your announcements in between his other duties.

Don't doubt the business-getting and business-building power of intelligent and informative publicity—and you will find that advertising *does* pay.

—*Jerome P. Fleishman.*

Try a Counter Display

—of Sunset Soap Dyes and see how quickly they arouse interest and find purchasers. Put up in neat containers which serve as effective display cases. Packages in plain sight, and so striking in design that they catch the eyes of your customers.

Sunset Soap Dyes

are made for home use and are wonderfully successful. They dye all classes of fabrics, with true, brilliant colors that will not fade nor wash out. Cleanly to handle —will not stain hands or soil utensils.

You are safe in selling Sunset Soap Dyes, for they give entire satisfaction, and the profit makes it worth your while to put them on display.

For Prices and Discounts write

Canadian Distributors:

Harold F. Ritchie & Co., Ltd.

Toronto, Ontario

Manufactured by

Sunset Soap Dye Co., Inc.

New Rochelle, New York

Del Monte
BRAND
EXTRA
QUALITY

California's finest canned fruits and vegetables are packed under the DEL MONTE brand.

Handled everywhere by leading grocers who cater to the taste of people who want the best.

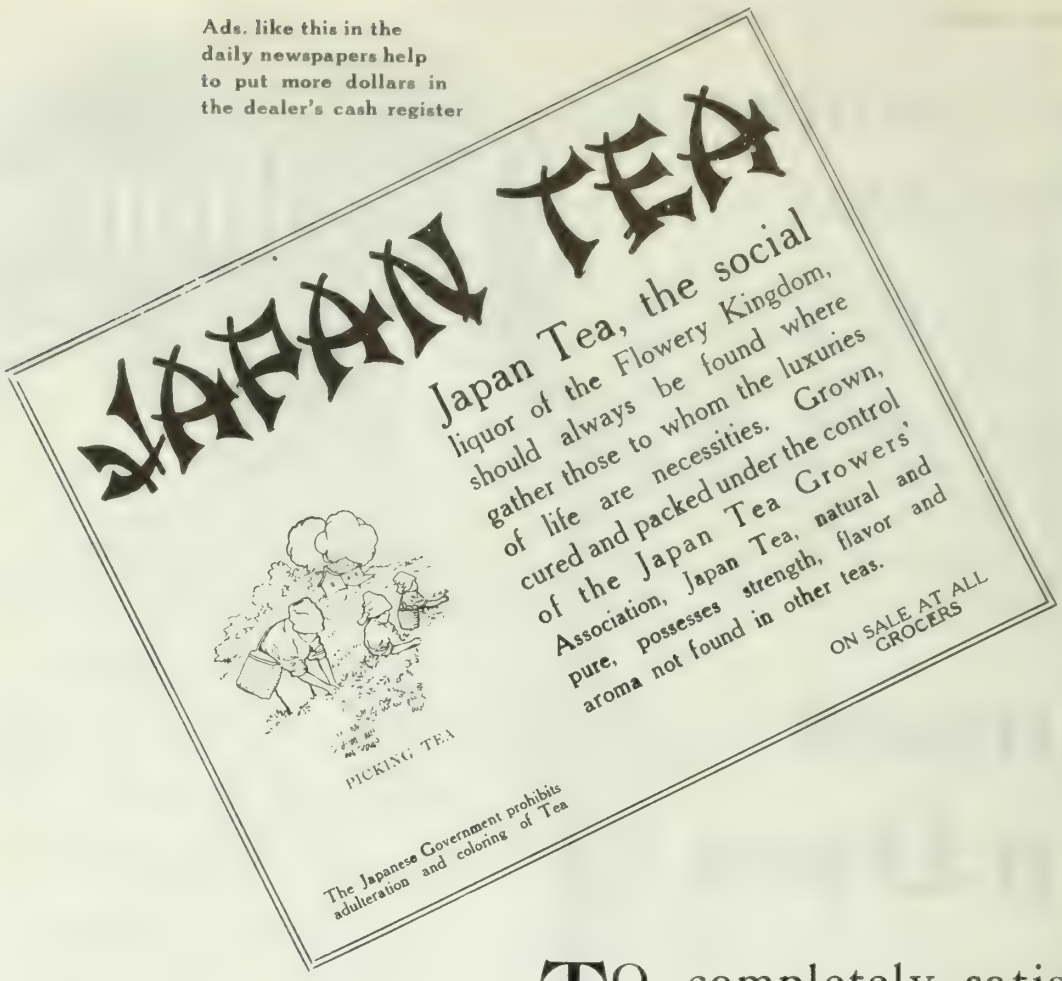
Wholesale distributers in every territory.

CALIFORNIA PACKING CORPORATION
SAN FRANCISCO, CALIFORNIA



If any advertisement interests you, tear it out now and place with letters to be answered.

Ads. like this in the daily newspapers help to put more dollars in the dealer's cash register



TO completely satisfy the tea requirements of your customers it is essential that you stock a blend the delicious goodness of which will appeal to the most particular.

The unimpeachable quality and rich, full flavor of Japan Tea is speeding up tea sales for grocers the country over. The demand is daily growing. Our consumer advertising makes the first sale easy—after that the repeats are certain. And the profits good.

Try Japan Tea on that hard-to-please customer.



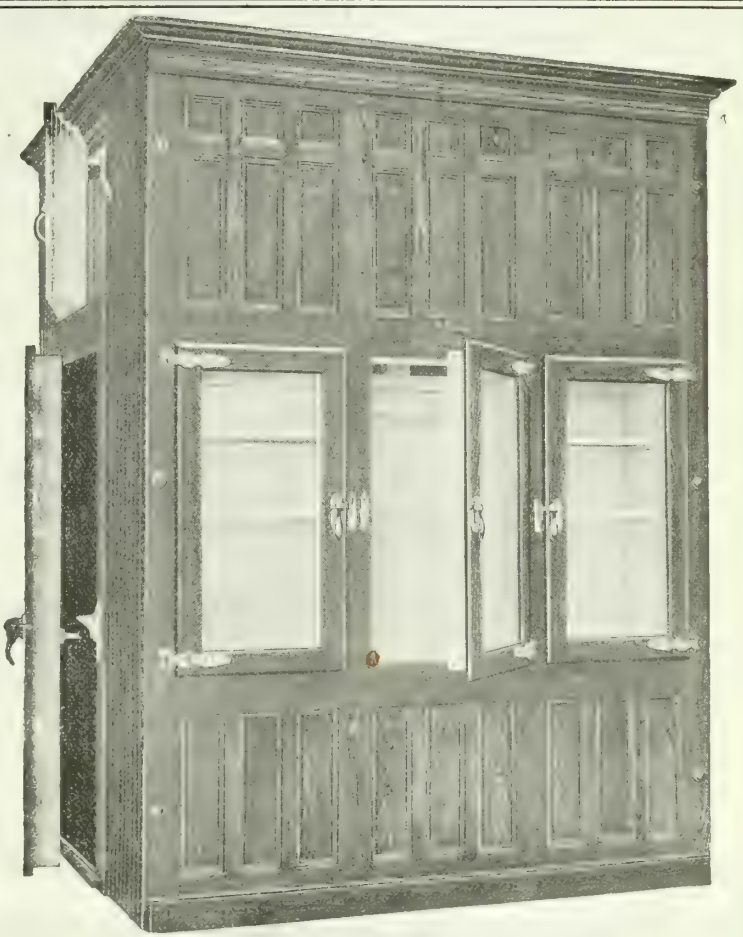
SELL
PRESNAIL'S
PATHFINDER CIGARS

If warm weather comes early are you read for it?

Delays are dangerous. And it's a vital necessity to the welfare of your business to install a refrigerator that will keep your perishables in perfect security, display them enticingly and save you its cost in bigger sales and better profits.

This the Eureka Refrigerator will do for you. It's your best buy—the peer of all refrigerators, and its *the only patented refrigerator with warm air flues across ceiling of cooling room.*

Get our catalog and see the many other unique and patented points in the Eureka.



Eureka Refrigerator Co., Ltd.

BROCK AVE. NOBLE ST. EARNBRIDGE ST.

Phone Park 513

Head Office and Showrooms:

27-31 Brock Ave. Toronto, Ont.



Push Aylmer Orange Marmalade now

The time is opportune and the quality of Aylmer Orange Marmalade will win lasting favor with your trade.

Made in Canada from Selected Ripe Oranges and Pure Cane Sugar. Pleasing to the eye—tempting to the appetite.

Are you well stocked?

Dominion Canners Ltd.

HAMILTON, CANADA

Good Seed That Brought A Bountiful Harvest



We realized in the Springtime of our business that the quality of the goods sold must be of first importance and we determined to lay a sure foundation.

We were the first in this country to appreciate the quality and value of the teas of Northern India, especially those of the Province of Assam, which is said to be the native home of the tea bush. These teas are noted for their richness, combined with their strength and fine full flavor, being better matured teas and grown on soil of which the tea bush is native—the tea keeps its full strength and flavor for a much longer period than Ceylon teas; Ceylon not being the native home of the tea bush, it having been transplanted there.

Ceylon produces more delicate and flavory teas, but it is by blending Assam teas, with their rich full flavor and strength, with those of Ceylon, that the very best results have been obtained. In fact, the careful and proper selection of these teas and blending of certain proportions of each, has probably been the main cause of the great popularity of Red Rose Tea.

The good-will of the trade has been a most important factor in the success of our business. We believe we have this in a very large degree. Fair methods, good salesmen, good advertising have helped very largely to get this, but the principal reason has been that merchants generally appreciate the splendid quality of Red Rose Tea and use it in their own homes, which makes it very easy for them to recommend it to their customers.

The enormous sales of Red Rose Tea and its outstanding position in the tea trade has proven that we are certainly having a bountiful harvest.

Packed in the Largest and Best Equipped Tea-Packing and Blending Warehouse in Canada.

T. H. Estabrooks Co., Limited

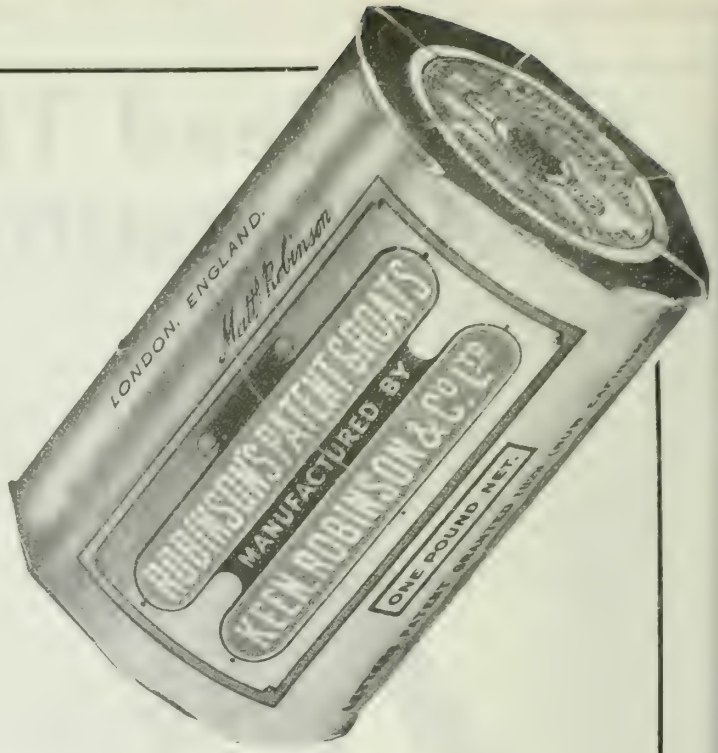
St. John Toronto Winnipeg Calgary

If any advertisement interests you, tear it out now and place with letters to be answered.

Every day everywhere there's a big demand for the Robinson Cereals

Their popularity is world-wide and sales are always lively and profitable.

Keep a stock of *Robinson's Patent Groats* and *Robinson's Patent Barley* well displayed. Suggest them to every customer. Good results are as sure as daylight.



Canadian Agents:

Magor, Son & Company, Limited

191 St. Paul St. W., Montreal 30 Church St., Toronto

TEA PRICES ARE HIGH

☛ Stock in Importers' hands lowest in history of the trade.

☛ Shipments arriving and afloat smallest in history of the trade.

Consumption increasing

IMPORTS decreasing

Present prices will look cheap within the next three months

SAMPLES AND QUOTATIONS UPON REQUEST.

KEARNEY BROS., LIMITED

Tea and Coffee Importers

33 St. Peter St. **MONTREAL**

CANADIAN GROCER

Vol. XXXI. TORONTO, MAY 11, 1917 No. 19

The U.S., the War, and Banana Trade

Reports That Neutral Countries are Withdrawing Ships From the Banana Trade Largely Without Foundation—Normal Supply Available, and Likely to Remain So—Effect of American Government's Requisitioning of Ships Would be Serious—Such Action Not Probable.

As the CANADIAN GROCER goes to press, it is learned that the United States House Ways and Means Committee has made some drastic changes in the American Tariff that imposes a tariff of 10 per cent. on all, heretofore, free goods. In this category of course bananas are numbered. The imposition of such a tax would unquestionably be effective against Canadian buyers. These goods could not be brought through in bond, because they do not become the property of the wholesaler until the cars, as a rule, are actually rolling. All are unloaded from a foreign country to the order of an American firm which puts the entire cargo under the operation of the new tariff law.

Should this new Bill become effective, and Chairman Kitchen of the committee is confident that it will pass both houses without division, there will be a 10 per cent. increase on bananas, as well as pineapples and cocoanuts and all goods that are purchased through American commercial houses.

THERE has been a good deal of discussion as to how the entry of the United States into the war is likely to effect food products. Among those products that might be so affected is the banana, because the trade in this commodity is entirely dependent on shipping conditions, and of course shipping is one of the crucial elements in the war.

A recent item in a New York paper suggests dire possibilities in this line, basing its assumption on the fact that prior to the war the ships operated by the United Fruit Company, and the Atlantic Fruit Company, which together control probably 75 per cent. of the banana trade of the continent, were mainly of foreign register, Norwegian and British particularly, and that the former country was loath to jeopardize its shipping by permitting it to remain in the service of a belligerent.

Banana Fleet Under American Register

There is a certain surface truth in this matter. There were a number of Norwegian ships under charter to both these companies, and very possibly some of these ships have been withdrawn to meet the needs of that neutral country's trade. Certainly there is no serious situation arising at the moment. For one reason, these Norwegian ships are largely of very small register and are not equipped for the most advantageous handling of fruit, therefore they have been in the course of elimination for some time past. Moreover, at the outbreak of the war, all vessels, under charter to these companies, were mainly placed under the American flag, consequently becoming a part of the American mercantile marine, and not therefore being amenable to any foreign power.

The Atlantic Fruit Company has sold two ships to the British Government and has two other large boats engaged in that service, but despite this fact, there has been no diminution of the supply of bananas.

It is not from such causes as these that any difficulty may be expected. There is, however, a situation that is large with possibility of difficulty in this trade. The banana handling companies control at the present some of the best equipped ships registered under the American flag. Ships will unquestionably be one of the vital needs of the United States if they become actively engaged in this war. There is, therefore, the possibility that all or a portion of these ships will be requisitioned by the American Government.

No Likelihood of Ships Being Requisitioned

On the other hand, the situation that would demand such action would need to be of a very serious nature. The banana is probably one of the cheapest foods available for the people, at this or any time. That it is an actual food is vouched for by many eminent authorities. Moreover in the nature of the fruit that there can be no exploitation, and therefore it is the one product that is assured of being kept as low as the natural situation warrants. Bananas have to be sold and sold promptly. Therefore there can be no hint of holding for exorbitant prices. As a matter of fact, the highest prices that bananas have reached in fifteen years is about $3.20 in car lots, and that was an abnormal figure, prevailing only for a very brief period.

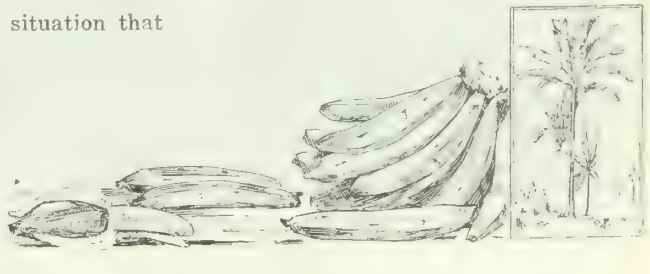
Hands Off the Poor Man's Fruit

The fact that bananas are low priced has made them the poor man's food and when you touch the poor man you touch the majority of any community, no matter how prosperous. The likelihood of the Government curtailing this trade is therefore not likely. It will be remembered that both the United States and Canada have endeavored to put a tariff on bananas, and have been compelled to rescind their action in the face of the public outcry that was engendered. It seems very unlikely, therefore, that the American Government would take the still more drastic step of requisitioning the ships that are absolutely necessary for this trade. If they did, some compensating food would have to be provided from some source and this would add another difficulty to the situation. Such an action would only come as a measure of supreme necessity, which does not at the moment exist.

On the other hand, unquestionably,

(Continued on page 22)





Proposed U.S. War Revenue Bill

New Act, if Passed, Will Add 10 Per Cent. to All Import Charges— Will Also do Away With Free List—What Canadian Products Will Be Effected.

THE United States House Ways and Means Committe on May 8 finally approved a War Revenue Bill designed to raise $1,800,000,000. Chairman Kitchin of this Committee expressed the opinion that this Bill will go through without a division. While an increase of the income tax is expected to raise the bulk of this immense amount, there have been drastic changes of the Tariff that may be of great moment to Canada. By the provision of this Bill there will be an increase of 10 per cent. in all tariff duties at present in force and in the case of free goods there will be an initial tariff of 10 per cent.

Just in how far this will effect the Canadian trade should it become effective, it is difficult at this time to state. There are however many commodities entering the United States from Canada that might be quite seriously affected by such action.

Canada's exports to the United States for the twelve months ending February last were as follows. Animals $9,908,673 Breadstuffs $26,467,712. In this amount of course is an item of over $21,000,000 for wheat and wheat flour which would presumedly remain on the free list under the operation of the recent agreement between the two countries. It might be however that this 10 per cent. tariff would apply on these goods too: Fish $9,365,096. Fruits $199,435. Potatoes $1,104,721. Provisions $704,511; Seeds $10,748,354. The amount of all exports to the United States makes the astonishing total of $475,114,450.

Besides this, there is another element that will affect Canada, that is on the purchase of goods first imported into the United States from abroad. There are a number of articles that would come under this head notably some fruits, such as bananas and pineapples that have up to the present been on the free list. As this action has not yet become law however, it is only possible to speculate on the actual effect. Should it become a fact, however, it would unquestionably have quite an effect on trade.

A Store in a Residential District

New Opportunities Opened Up for Niagara Falls Storekeeper —A Few Words About a Very Attractive Store— A Grocer Who Favors Bulk Sales.

JOHN MUIR, who for some years past has conducted a grocery store in the business section of Niagara Falls, has recently moved his quarters right up into the residential section. This is one of the new sections that is growing up in this flourishing town, and it offers an ample opportunity for a good grocery store. Therefore, Mr. Muir thought that it would be a good move to take advantage of this opportunity. According to his report after some months spent in that section, his decision has more than justified itself. He has found business in the new section as brisk as could be desired, and his change of location has not cost him any of his old customers.

Mr. Muir's new store is an exceedingly bright and attractive place. There is ample room for the display of a very large stock. The store is 25 feet wide and has a depth of 85 feet from end to end. Despite this great depth, the store is as bright as day throughout, as is readily seen by a look at the picture of the store accompanying this item. Beneath the store and connected with it by a stairway shown in the centre of the picture, is a splendid cellar of exactly the same size as the store. Bright, airy and well drained, it affords an excellent storage place for all lines of goods.



Interior of the New Store of John Muir, Niagara Falls, Ont.

Mr. Muir is a great believer in bulk goods, and sells most goods that way. These goods are sold under his own name with his own personal guarantee, which he believes is one of the most effective arguments in selling. The average customer, he claims, knows her grocer, while the maker of package goods is a far-away individual whose opinion means nothing to her. With the grocer she is familiar and if given reasonable service is inclined to trust to his judgment and honesty; moreover, she has him right at hand if a complaint is in order, and she is inclined to relish this fact. On the whole, Mr. Muir thinks that the bulk goods properly handled and sold under the guarantee and name of the store, are in the best interests of both the merchant and the customer.

Of course there are many merchants who disagree with this argument, and can produce equally forcible ones on the other side of the question. This is not a discussion, however, but merely the statement of one man's views and one man's practice, and the practice has at least proved itself to Mr. Muir's satisfaction.

THE UNITED STATES, THE WAR AND THE BANANA TRADE

(Continued from page 21.)

only sufficient boats will be used to take care of the necessary demand, consequently, the glutted markets that have often been a feature of the trade in the past are hardly to be expected. More than that, with the entry of the United States into the war, there arises the necessity of a war risk insurance even on the ships plying the quiet waters of the Carribbean Sea. This will add something to the cost of the banana, but on the individual bunch it will not be a factor that will be very noticeable.

Increased Demand and Light Crop Likely to Keep Prices Firm

The feature that is most likely to affect the situation is the fact that during the months of the war, after the first brief period when the banana business like all others, suffered a serious relapse, the demand for bananas has shown a wonderful increase, probably due to the fact that the man of limited means has been asking more than he ever made in his life before. This extra demand and the fact that the Jamaican crop was practically wiped out by the hurricane of last fall and will not again become a factor till early summer, and that the Costa Rican crop is of poor quality, will have a material effect in keeping bananas fairly high even through the unusually low months of the summer.

The Laing Produce and Storage Company, Ltd., has been incorporated at Brockville, with a capital stock of $100,000, to deal in all manner of produce and provisions and to manufacture condensed milk.

How Retail Merchants May Co-operate

Subject Gone Into Thoroughly by Horace Chevrier at the Convention of Retail Merchants' Association, Saskatchewan Branch, Held at Moose Jaw This Week.

SASKATCHEWAN CONVENTION OPENS

A. A. Evans, of Outlook, Sask., Provincial President of the Retail Merchants Association, in an address delivered at the opening of the Convention of the Saskatchewan Retail Merchants Association now being held in Moose Jaw, noted with concern the attitude of the Grain Growers' Association, in planning to turn their trading interests over to the Saskatchewan Co-operative Elevator Company. Of the stock of this Association, 85 per cent. was guaranteed by the Province of Saskatchewan, R.M.A. Mr. Evans stated that he had written the Premier of the Province regarding this matter, and the premier had replied that he doubted whether the Elevator Company had the right to thus go into the retail business. He strongly urged the necessity of keeping to the fore the interests of the agricultural class, yet at the same time do nothing to prejudice the interests of the retailer.

Mr. Evans in the course of his address, sharply criticized the Knowles Bill and showed how it would be detrimental to the trade at large.

THE CANADIAN GROCER'S representative is present at the Convention, and a full report will be published in next week's issue.

AFTER the delegates had been accorded a welcome by the Mayor of Moose Jaw, and by S. D. McMicken, president of the local Retail Merchants' Association, Mr. Horace Chevrier, of Winnipeg, president of the Dominion Retail Merchants' Association address the convention on "The Value of Co-operation to Retail Merchants."

Mr. Chevrier started in by defining the term "co-operation," and showed how it could be applied by merchants in their buying, selling, and deliveries. In connection with buying, he dealt for some time with the subject of bankrupt stocks, and co-operation as applied to freights, merchants joining in making up car lots for goods coming in, and for produce going out.

As regards selling they could co-operate by arranging special sales so as not to overlap; on giving credit, they could agree on the amount of discount to be allowed, on the time to allow their customers, and on whom they could afford to allow credit.



A. A. Evans, of Outlook, Sask., President of the Saskatchewan Retail Merchants' Association.

Much interest was shown in what Mr. Chevrier had to say on deliveries, as regards goods being sent out on approval, using separate routes, and allowing a special discount to customers who carried their own parcels home.

Having only half an hour to deal with this subject, Mr. Chevrier did not attempt to lecture on any one branch of co-operation, merely indicating to his hearers in how many ways they might co-operate with one another to avoid unnecessary losses, and help towards building up the community. During his discourse he remarked how often, especially in the United States, merchants in a town had started in by cutting one another's throats, and had eventually come to realize that it did not pay.

Fellowship Among Dealers

The Dominion president then went on to speak of fellowship among dealers, and the resultant community building. There was the matter of rentals; in the hard time which have been experienced during the past few years, the merchants of some towns had got together and approached landlords with a view to having rents reduced; in some cases the stronger merchants had approached the landlords of weaker merchants who were afraid to take the matter up.

In the matter of having store fronts painted, the town was often too small to permit of a resident painter; in such cases it was possible for dealers to get together and have a painter or carpenter brought in. Between them they could arrange for church fairs, and exhibitions give prizes for children's gardens, organize agricultural fairs, and give prizes. There were so many ways in which they could help one another and help keep business in town, said Mr. Chevrier. They could see that people in the outlying district got their mail delivered. If the Government would not deliver it, then the dealer himself might offer to have it sent in his own wagon, and, added Mr. Chevrier, the woman who was dealing with the mail order houses would soon feel ashamed when she saw her own dealer carrying parcels from the catalogue houses.

Co-operation Among Dealers

They could co-operate by the exchange of goods. It was impossible for one merchants to carry everything, and by a fair system of exchange and allowing one another a fair discount, their expenses could be effectively reduced. Dealers might help one another by preparing for seasonable demands. For instance, the grocer while out in the country might take note of the fact that his customer needed some fencing, and advise his fellow hardware merchant; he might also count the number of rubbers that would be required out there next winter, and get an idea of the sizes.

Merchants should interest themselves in municipal government matters, study their by-laws, see that they had good roads and walks, support the school ma'am if she was a good one, and agitate for a better one if she was no good; they might organize a district dance. Prince Albert merchants had recently united in holding a dance in their city, and together they contributed over seven hundred dollars. If there was no bank in the town, they should unite to have one there, or at least an agency for the bank; they should agitate for a railway station; if they had a station and it was a poor one, then they should all kick together.

Having dealt with the questions of co-operation as it concerns the dealers in their own town, Mr. Chevrier dealt with the question of co-operation as between merchants of the province, and the mechanism provided by the Provincial Board of the R.M.A. for dealing with problems, finishing up by dealing with the question of co-operation between dealers all over Canada, and thus dealing, through the Dominion Board with such matters as freight rates, adjustment of differences between retailed and wholesalers, dealing with trading stamps, fraudulent advertising, etc.

Interest and Personal Salary in Costs

Six Per Cent. on Investment Chargeable Against Cost of Doing Business — Depreciation on Delivery Equipment and Ten Per Cent. on Fixtures—Avoid a Perpetual Moratorium.

Second article in series on Cost of Doing Business.

LET us introduce the second article in the series dealing with the Costs of Doing Business by quoting from a letter just received from a grocer who has kept full records of the selling costs for over twelve years. He writes in relation to what appeared in the Annual Spring and Summer Number of CANADIAN GROCER, and makes some points that we would like to draw to the attention of every merchant. "In reading over various statements," he writes "I find one with express and freight included in expenses. I think these items ought to be added to the invoice cost of goods, and should not be considered under 'expense.' We consider every item until goods are in store as adding to the cost, and all items in connection with the selling and handling of goods as 'expense.'"

Six Per Cent. on Capital Invested

He goes on to state that "under general store expenses" we include 6 per cent. interest on capital invested in business. If this was left out as it is in some expense accounts you give. the percentage for our own expense of doing business would be reduced by about 1¼ in 1916. (The cost of doing business in the case of this store figured out actually at 14.083 per cent. in 1915 and 13.757 per cent. in 1916). The basis for figuring the 6 per cent. interest charge is on "the net worth of business as shown on the yearly Balance Sheet," he explains.

Charging Up Freight, Etc.

These two points are important ones, the latter especially. The question as to how expenses connected with getting the goods to the store should be charged is not in the opinion of CANADIAN GROCER a vital one. We believe thoroughly in the theory that every line of goods should be charged up with the freight and express costs in addition to the original invoice cost of the goods. This is really necessary in order to get the actual cost of the goods to the store and accurately figure the price at which these should sell in order to make a certain profit. However there are a number of merchants, and careful ones too, who do not care to divide a very small charge running at times as low as 25 cents, or 50 cents, or one dollar, over a comparatively large consignment of goods, say for delivery from the station to the store. In order to save the trouble of dividing up a small charge over a number of items of goods they are disposed to charge up this item of cost under the general heading, "expense," or if they charge it to express or freight it goes in there as one item under the date without each article bearing its share of this expense. When any goods are imported and there is a duty charge and insurance as well as the local charges of freight, etc., it is imperative to allocate the whole cost under the different articles in the consignment. So on this point we will say that, strictly speaking, the only accurate way to get the real cost is to charge up the proper proportions of the freight, etc. charges to each article or case.

If He Invested in a Mortgage

The second point is very important, that an allowance should be made for interest on the investment by each grocer, and that this should be made an "overhead" charge against his business. We believe that not one-half of the grocers in Canada are in the habit of doing this. In our last article we pointed out that it was a common custom for the grocer to omit any salary for himself in figuring out how much the costs of doing business were. That also is an unbusinesslike way of trying to do business. Suppose a grocer starts up with $5.000 in cash and invests this in stock and equipment. Then he gives his whole time as well to his business. Why should he make no allowance for the money he has invested? Figure it out this way. Say he invested that money in a mortgage at 6 per cent. (and he would get more these days than that). Then went and worked for some other grocer at a salary of $20 per week. He would be getting not only his salary of $1,000, odd, a year, but in addition, interest payments on his money invested of $300 a year, or $1,300 in all.

Perpetual Moratorium

Why should he penalize himself by not charging for this money that he borrowed from himself? Why, in other words, should not he make his business honestly meet its interest debt, instead of giving it the advantage of a perpetual moratorium, without the privilege of foreclosing on the delinquent?

The personal salary question works out in a similar way. If you allow yourself no salary and the "net profits" as you style them work out to $2,000 at the end of the year, that is not profit. If you were working for some one else you would have received $1,000 salary anyway, and your money would have brought this up to $1 300, so that your net profit is only $700, not $2.000.

Allow For Rental of Own Building

Just let us emphasize the point here that if your money is invested in the building you occupy allow a fair charge in favor of it under the term "rental." This is another case where omitting the rental allowance is acting dishonestly with the business, and it is no less dishonest treatment because you happen to own it yourself.

We will now quote the case of a grocer in a city of over 20.000 in Western Canada, the first example having been from the East. Here, again, the grocer has been keeping accurate records of his expenses though not under the exact heads as suggested by CANADIAN GROCER. That however is not essential. The main point is to know just where you are.

"Our store is on the main street and we are doing a very good business," he writes. "We are interested in your endeavor to place the retail business on a better and safe basis by encouraging merchants to keep a close check on their cost of doing business." He then voices a general need. "We are trying hard to get down to better conditions of merchandising but our great difficulty is to find a system that will show results without being cumbersome to work.

"In our figuring of profits we have such a variety of goods and all with a different profit that unless he kept a record of and classified every department it is pretty difficult to come to any accurate results.

"Thanking you for assistance derived from reading your splendid articles."

Monthly Items Expenses

Below is given a list of the different items of expense that are kept in this store, and we invite to the individual figures a study and a comparison with the corresponding items in your own expense sheet.

		Monthly
Fire insurance		$ 7 00
Business tax		8 00
Coal	$ 8.00	
Light	12.00	
Water	4.00	
Ice	2.00	
		26.00
Rent		65 00
Phones		7 00
Stamps	2.00	
Stationery	2.00	
		4 00
Refuse cartage		4 00
Laundry		12 00
Advertising		
Calendars	8.00	
Press	35.00	
Gifts	5.00	
		48 00
Wages, store		425 00



Blending Tea for the North Sea Fleet. Here are 50,000 pounds of Tea.

TEA FOR SIR DAVID BEATTY'S BOYS

Out on the North Sea, in all weathers, the grey fleet of the Empire keeps its ceaseless watch. Battling up into the teeth of the winter gale, patiently keeping guard that the Kaiser's moss-grown warships may still be kept in the safe harborage of the Kiel Canal.

The gallant tars must be well kept and cared for, so that in the great hour that has come to them several times in this great war, and will come again, they may be equal to their work.

In the accompanying photo is seen one of a multitude of agencies engaged in feeding the great fleet.

In a peaceful London warehouse, men are seen packing tea for the fleet. The quantities used are great, and no machine yet made is capable of handling this great bulk. Here in this pile alone there is 50,000 lbs. of tea, being mixed and packed. There are here varieties of tea from India, Ceylon, Java and China, and the value of the pile is roughly about $30,000.

Delivery		
Car	80.00	
Horse	30.00	
Wages	125.00	
Depreciation on car (25%).	25.00	
Depreciation on horse and wagon (25%)	5.00	
		265.00
Paper, twine, etc.		25.00
Depreciation fixtures (10%).	10.00	
Depreciation bad debts	20.00	
		30.00
Interest		20.00
Sundries		9.00
Shrinkage		15.00
Total, per month		$970.00
Turnover, per month		$8,963.00

It will be seen that the total expense is $970 by the month, and that the monthly turnover averages $8.963, making the cost of doing business 11 per cent. of the turnover.

Depreciation on Car and Fixtures

Several items in this list are worth noting and following in your own practice. One of these is that of depreciation on car of $25 a month or 25 per cent. Also depreciation on the wagon and the horse. That is a point that we would like to emphasize for every merchant. And we would expect that a merchant that was so careful to get down to rock bottom on these items would likewise allow for depreciation on his fixtures as well. And he does. There it is: Depreciation on fixtures, $20, which he notes is at the rate of 10 per cent. This is the exact per cent. to be allowed for depreciation for fixtures that the best merchants have decided upon and business experts generally. See that this is an item in your cost of doing business for the year 1917, and at the end of it you will be able to give an accurate estimate of your net profits, instead of an inflated one, that needs the water or air "squeezed" out of it, to use a phrase that is sometimes applied to the watering of stock—paper not the cattle upon a thousand hills.

Looking At Our Watch

But like the minister who looks at his watch and finds that it is after twelve we discover with as deep regret as he—and with as deep rejoicing on your part, perhaps, as on the part of the congregation, that our time and space are both up and we must close, with a dozen more points to take up. So we will adjourn this "lecture" until next week.

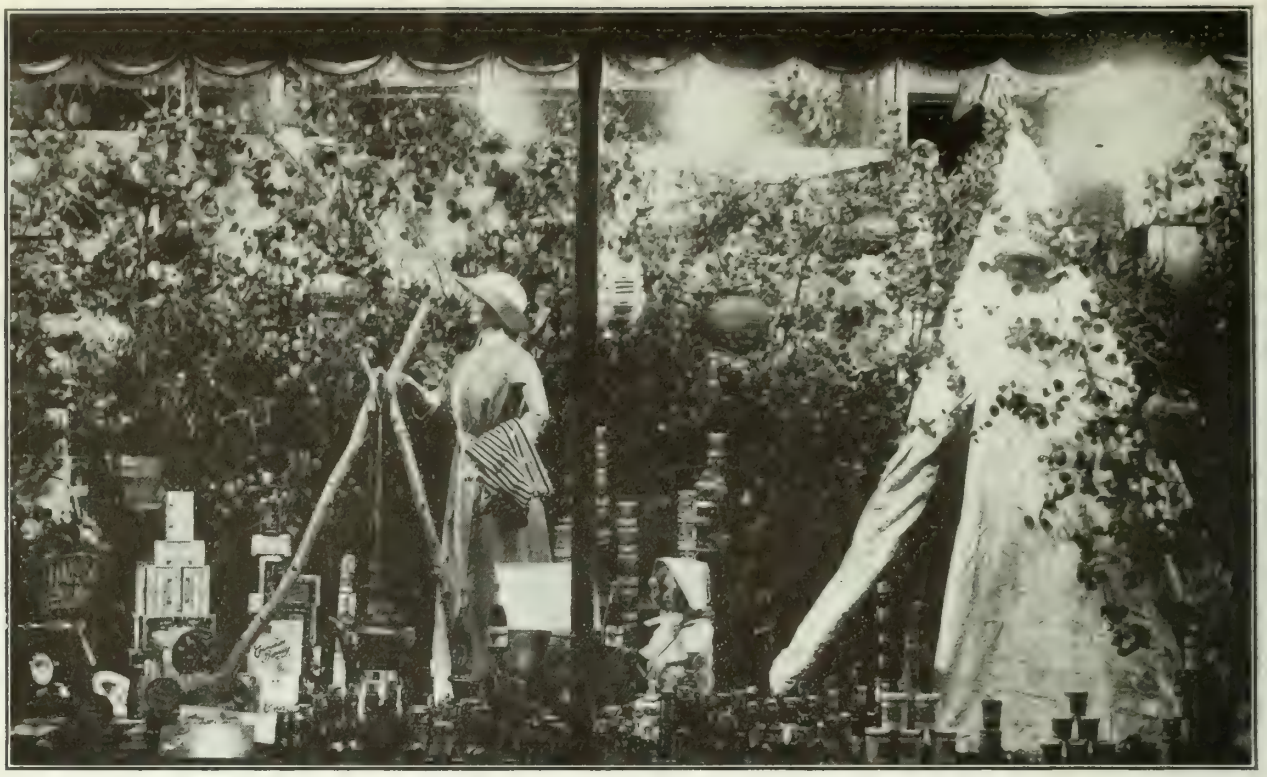
INCREASED ACREAGE OF SUGAR BEETS THIS YEAR.

Reports of increased acreage of sugar beets in Perth County, Ontario, come from Chas. E. Moore, district superintendent of the Dominion Sugar Company. Mr. Moore states that despite the disappointing crop of last year, an increased acreage has been set out and the farmers are being paid an increased price of $1 per ton over last year, in addition to a bonus per ton of beets to be paid on the basis of the wholesale price of sugar.

Mr. Moore thinks there should be no sugar famine in Canada as acreage, seed and labor are well provided for. Since the war much progress has been made in growing beets for seed, which is of equal, if not better quality, to that formerly imported from Europe.

BRITAIN BUYS CHEESE SURPLUS

A representative of the British Board of Trade is in Ottawa arranging with the Canadian Government to secure the exportable surplus of the Canadian cheese production for this year, said to be for the use of the British and Canadian troops. Mr. J. A. Ruddick, Dairy and Cold Storage Commissioner, and Mr. James Alexander, of Montreal, have been appointed by the Canadian Government to confer with Mr. Jas McGowan, the English representative, in arranging for purchase and shipment. The purchase of this surplus will insure adequate arrangements for shipment across the Atlantic, which is left to private enterprise as in the past, might now be a matter of very considerable difficulty.



A Summer Display that is Sure to Catch the Attention.

Redistributing Forces for Summer Trade

A Reorganization of Business that tends to Efficient Mrchandizing — Some Ideas of Ways to Improve Summer Trade Conditions—Getting Reacquainted With Your Stock

EVERY now and then, in the reports from the front, after a time of strenuous fighting there comes a lull, and the correspondents speaks of divisions withdrawn from one part of the field, and another division being brought up. In modern warfare it is impossible for the same body of men to keep persistently attacking. There is a need for rest, for recuperation so that the attack may be made with the maximum of intensity. Therefore there is being a redistribution of the forces at the front.

It is a timeworn old saying that business is a battle, and any writer might well hesitate to ring the changes on any such idea. But perhaps it might be pardonable to suggest that there is this much similarity at least. That there is the need for the redistribution of forces in the grocery business as well as on the battlefield, and that the success of any activity depends to a large measure on the care with which the activity is planned and provided for.

A Season of New Opportunity and New Difficulties

At present the grocery trade is coming on one of its special seasons, the season of summer trade, that opens up new opportunities, but that also presents certain new difficulties. Therefore it behooves the merchant to see that his forces are properly distributed.

CALIFORNIA RIPE OLIVES

Per Can, c. In Glass, c.

ONCE acquire the taste for these Ripe California Olives and you wil always enjoy them.

Delicious, appetizing and healthful—every olive contains a large percentage of nutritious olive oil.

Do you know that!

One quart of these olives contains one-third of a pint of health-building olive oil.

EXTRA FANCY OLIVE OIL.

Large Size Bottle, ..c; .... Doz.
Medium Size Bottle, ..c; .... Doz.
Small Size Bottle, ..c; .... Doz.

Pure Olive Oil has advanced in cost and no one knows what the future prices may be.

Advantageous contracts enable us to continue to offer it at the former popular prices.

Do not know how long this will continue.

The flavor of this Olive Oil is delicate and refined not a trace of that objectionable coarseness and every drop of it is absolutely pure.

A more perfect olive oil cannot be obtained at any cost.

It is the ideal olive oil for all purposes—Mayonnaise, French Dressing and for Medicinal use.

Suggestive Summer Advertising.

At present everyone is getting into that summery feeling that presages good things for the merchant. For some unknown reason people are better buyers in the summer months than at any other time. They not only buy a little more lavishly, but they buy things that show a shade more of profit for the merchants.

Getting Re-acquainted With the Stock.

This being the case, it is well for the merchant to keep in line with this spirit and encourage it all he can. Of course most grocers do this to a greater or less extent, but the idea is to still further emphasize these seasonable goods. To do so it is more or less necessary for the grocer to emphasize them to themselves and their clerks first. Many a grocer who has spent a moment pondering this idea has been greatly surprised at the number of things that have presented themselves as suitable for summer featuring that have never crossed his mind before.

It is a good idea about this season of the year to have a look over the stock right from cellar to attic. It doesn't do any harm this getting re-acquainted with the goods owned by the store. It is probably some time since the inventory was taken, and the chances are that everyone about the store has a rather hazy notion of just what there actually is on the shelves. There are many merchants who have a regular rearrangement of their store at about this season of the year. There is a lot of valuable information to be gained from some little activity such as this. A knowledge of the extent of stock

remaining, a knowledge of what stock is available for present needs, and a knowledge of what stock there is that needs to be safely stored away to await a more favorable selling period.

Now this running over the stock provides an opportunity for some re-arrangement, and this is a very necessary factor of the spring selling campaign.

To feature certain lines in the summer time, even to give good shelf room to them, is a stragetic blunder. To fail to make the best possible arrangement of forces, by an attractive display of the goods that naturally take the front place in all spring and summer sales, is a still worse blunder.

With most merchants the summer time presents a good many difficulties. A good number of their regular customers go away for a few weeks or a few months, and not unnaturally these are often the merchant's best customers. It behooves him then to make the best of the business available, and see to it that no opportunity is let slip that would tend to assist the business.

Display—the Greatest Selling Factor

One of the easiest and most effective ways of stimulating the sale of any article is to display it. Display it effectively, and right where the possible buyers have to look it in the face every time they enter the store. That is the reason for a re-arrangement in the summer time. Keep the summer goods to the front of the store, for it is the front of the store that in most instances has the selling power. The method of using tables to display one line of goods of a summer nature has also been found a very effective practice by many merchants. One merchant that adopted this system now uses it for all seasons. His system is to have two or three tables toward the front of the store; tables small enough that they do not occupy too much room. On these tables he displays in some attractive way just one variety of goods. Every night these tables are changed, so that every day as the customers enter the store there is that element of novelty. In this way they are familiarized with the stock of the store, for it is seldom that a customer will pass these displays without a more or less attentive look, and to familiarize your customers with your store stock is to increase the variety of the goods that can find a market with each individual customer.

Then there is the matter of advertising. It is dissipating energy and money to feature in your advertising unseasonable goods. You may get some sales, to be sure, but it will be at the expense of goods that might have been more readily sold, and consequently the loss far exceeds the gain.

These are dull between-the-season days. Make the most of them to effect a redistribution of your forces to effect the most successful summer campaign.

QUALITY RICE

FOOD scientists in all parts of the world recommend Rice as one of the most substantial foods.

Over 800,000,000 people use rice regularly as part of the daily diet.

And aside from its great nutritive properties, there is every reason why rice should be extremely palatable.

Quality Rice represents the finest quality obtainable.

The grains are large and beautiful—have the appearance of pearls of clean white porcelain—the grains remain whole when properly cooked—and the flavor is as rich as rice can be.

Its superior quality is noticeable whether served Boiled, in Croquettes or in the Rice Pudding.

Sparkling Beverages

Single Bottles - - - - - - for 25c.

Can't tell just when the warm days will arrive.

Why not be prepared with a generous supply of Sparkling Beverages?

An assortment includes Ginger Ale, Sarsaparilla, Raspberry Vinegar, Grape Juice, Birch Beer, Root Beer, etc.

Birch Beer has long been a favorite with many because of its delightful, true Birch flavor.

Extra Fancy Pears

.... Doz.; ... Can.

These are the largest, finest and most delicious Bartlett Pears obtainable—packed in the right degree of syrup and in extra large cans.

Maraschino Cherries

Large Bottle - - - - - - - ....
Medium Bottle - - - - - - - ....
Small Bottle - - - - - - - ....

A Maraschino Cherry or two add so much to the appearance of many Ices and Desserts. So attractive, too, in the Grape Fruit and Fruit Salads.

And our Cherries are unusually fine—they are in syrup flavored with genuine Maraschino. Most so-called Maraschino Cherries are in syrup flavored with Bitter Almond.

Extra Fancy Apricots

.... Doz.; ... Can.

Apricots are one of the most delicious fruits grown in California—when permitted to ripen on the trees.

Extra Fancy represent the fanciest packed.

Further Suggestions for Advertising Summer Goods.

BIG CANNING SEASON.

The Tilbury factory of the Canadian Canners is preparing for a big season, and already ten cars of cans, averaging 48,000 to the car, have been received and packed ready for use. Over 350 acres of tomatoes have been contracted for, and another 350 acres closed for beans.

WHAT FREE WHEAT INCLUDES

There has been a good deal of uncertainty on the question as to just how comprehensive the legislation on the matter of free wheat might be.

To avoid any misapprehension on that point, we are able to state on the authority of the Commissioner of Taxation, speaking for the Minister of Finance, that the only items included under the provisions of the Order-in-Council governing free wheat are wheat, wheat flour and semolina. All manufactured products of wheat, other than those enumerated, are still under the operation of the Canadian tariff.

ADDRESS THE CANADIAN AGENT.

In the advertisement of the Sunset Soap Dye Company in the Spring Number of April 27, an error occurred which we desire to correct here. A typographical error made it appear that the trade were to write to the head office of the Sunset Soap Dye Co. for information in regard to prices, etc., whereas the Canadian agents, Harold F. Ritchie & Co., 10-12 McCaul Street, Toronto, will look after all such enquiries.

SERIOUS FIRE IN SOURIS, MAN.

A serious fire occurred here on Friday last at 7 o'clock completely destroying H. R. White's hygienic bakery and contents and causing heavy loss by water and smoke to his stock of fruit and groceries in the main building in front on Crescent avenue. A gale was blowing at the time and the fire had secured a firm hold on the bakery which was a wooden structure, before the alarm was turned in and it was impossible to save the building. The loss is partly covered by insurance.

Co-operative Delivery, Is it a Success?

How the System of Co-operation Has Worked to the Advantage of the Merchant in Many Canadian Towns—Some description of the Methods in Operation, With an Idea of Their Cost and Effectiveness.

A RECENT report of the United States Bureau of Census Returns, in dealing with certain items of business expense, set the cost of delivery of goods at 8 per cent. of their actual value. That of course is in the United States, but conditions there and in this country are not materially different, and very probably the Canadian merchant is paying about a similar amount for this service.

There have been many efforts to evade this cost by curtailing or discontinuing delivery, but these have not always proved a success. Delivery is a service that the average householder has come to look upon as a right, and out of this has grown many abuses. Absurd demands for service that show the merchant no returns that have been bad for both the merchant and the customer, and the item of overlapping service that is a source of enormous wastage.

Of recent date the CANADIAN GROCER has received many letters from different towns asking how this difficulty may be avoided. In reply to these enquiries we are outlining herewith some actual facts of how these very difficulties have been successfully met in other Canadian towns. It would seem a reasonable conclusion that what can be done successfully in one place can be done in another.

How Souris, Manitoba, Meets the Problem

D. A. McKenzie, of Souris, Manitoba, sends the card that is reproduced herewith. It represents the nucleus of a co-operative delivery system.

In commenting on this system, Mr. McKenzie states that it is the belief of the merchants who have entered into this arrangement that the public will get better service. They will, for instance, know exactly when their goods will be delivered, and thus they will be spared the annoying uncertainty that often characterized the old systems, and the grocer will be spared the equally annoying calls demanding to know why the goods had not arrived. This system of putting service on a business basis is going to be still further simplified when the people have once become accustomed to the change, by eliminating the late delivery.

The System in St. Thomas, Ont.

A co-operative delivery system is being used in a number of Ontario towns with success, notably St. Thomas, where the situation recently warranted the inauguration of a second delivery system to supplement that of a company which had been in business during recent years. Success has attended the operation of both companies, and a combined outfit consisting of thirteen wagons and two automobile trucks are necessary to look after the delivering of the parcels of the merchants of the town, for practically every retail merchant, representing all branches of trade, is using the system, in preference to an outfit of his own at the present high prices of feed and help. So successful has the system worked out, despite the difficulties of high prices and scarcity of labor, that other Ontario towns have made a bid for the introduction of such a system in their towns, and the spread of co-operative delivery seems to be practically guaranteed.

SOURIS MERCHANTS GENERAL DELIVERY

D. A. MACKENZIE,	PHONE 4
J. H. MORE,	PHONE 61
WHITE & ZIEGLER,	PHONE 18
W. C. McSHANE,	PHONE 79

DISTRICTS

District "A"—All of Second St. and that portion of the town lying north of Plum Creek and west of Second St.

District "B"—All east and north of Second St. west of the river, and north of the Crescent.

District "C"—All west of Plum Creek.

District "D"—All east of the river, and First St. south of the Crescent.

TIMES OF DELIVERY.

District "A"—9.30 a.m.
District "B"—10.15 a.m.
District "C"—11.15 a.m.
District "D"—11.15 a.m.
General Delivery- 2.30 p.m
District "A"—4.30 p.m.
District "B"—5.15 p.m.
District "C"—6 p.m.
District "D"—6 p.m.

Saturday evening—A general delivery after 9 p.m., all orders for which must be in before that hour.

All orders must be in 15 minutes before advertised delivery.

Your district and times of delivery are underlined.

Some Arguments Against the System.

The consensus of opinion after canvassing the leading merchants of the town is that the system has fulfilled all expectations, but while all agree that the plan effects a big saving in expense, it is the opinion of certain merchants that the system encourages an appearance of cheapness though this undesirable feature could not be considered justification for cutting out the service entirely. Another feature which is lost sight of in the system is the inability to advertise on the delivery wagons, as is the case when individual delivery conveyances are used.

Despite these drawbacks, which are found to prevail in connection with the inauguration of any innovation, the system as it is being worked out is in keeping with the advance of the times, and is a factor in the establishment of principles of greater economy through the co-operation of all concerned.

The Tillsonburg Delivery an Acknowledged Success.

Tillsonburg, Ont., is another of the towns that has had a co-operative delivery in force long enough to have pretty good ideas as to its effectiveness. And in this town the CANADIAN GROCER representative heard nothing but good words for the system. The system here is run by a man who depends entirely on it for his living. He has three rigs in the service, which necessitates two men besides himself, for one of the reasons of the effectiveness of the system in this town is that the man responsible for the system is an actual working part of it.

The town is divided into three parts, and a rig is apportioned to each district. At the delivery hour the three rigs drive up to the store and the different drivers sort out the goods that go in their district, and then go on to the next store. So well trained have these men become that very little time is lost in picking up these goods. The three rigs work together till all the delivery has been picked up, and then separate each on their separate routes.

Saved Four Hundred Dollars a Year

There are four deliveries every day—9 a.m., 10.45 a.m., 3 p.m. and 5 p.m. On Saturday evening there are two additional deliveries. The cost of this service per week was from $7.00 to $10.00, acording to the bulk of the business that the merchant had to offer. While this does not assure the operator a great fortune, there is a very comfortable income that can be materially increased by the delivery of odd packages for stores that do not usually maintain a delivery. The charge for this service is from five to ten cents a package. One merchant spoken to regarding the matter stated that this service saved him from $300 to $400 in actual cash outlay, while

the freedom from worry incident to a store-managed delivery was certainly worth much more.

How Aylmer, Ont., Operates Its Delivery

In Aylmer Ont., a co-operative delivery system has been in operation for some time. There have been some hitches in the system in this town owing to several changes in the management, but on the whole the system has proved itself very satisfactory.

There are four deliveries in this place —at 9 and 11 a.m. and 3 and 5 p.m., with an extra delivery Saturday evening. The cost of the service was about $6.00 a week, which as several merchants pointed out was less than a delivery boy could be secured for, while there was a saving of horse feed, a no mean item at the present, and a saving in the up-keep of wagons. Unquestionably the system was a tremendous saving over the old system. In this town also the district to be covered was divided into three parts, which were served in the same manner as in Tillsonburg. It would seem that by this system everybody gained and nobody lost. And that is the truth of the matter. The way the gain was made of course was by eliminating the overlapping service. Under this system three horses, with one extra horse for emergencies, were able to do the work of twelve or fifteen stores, each of which had maintained a delivery of its own with one or two horses and an assortment of vehicles.

Ingersoll, Ont., Also Represented.

In Ingersoll, Ont., the system has also proved effective. Here, too, it has also been found practicable to divide the town into three sections, with a separate delivery for each. Here too, it has been found possible to give the service for about $6.00 on the average.

These are only a few of the towns that might be mentioned in this connection. There are similar services in Simcoe, St. Marys, Chatham, Picton and other points, and everywhere that it has been tried it has proved itself at least a moderate success.

Arguments Pro and Con.

Of course there are arguments that can be urged against it. Some merchants claim that there is an item of breakages that has to be charged against the cost of the system; the item of loss also, but even these merchants admit that there is very little more difficulty in this regard than there was in the days of the separate delivery. The matter of the equipment that remains on the merchant's hands also gives some of them a good deal of worry. It has been possible, quite possible in most cases, however, to dispose of the equipment at a fair price. And it is to be remembered that everything received for this equipment may be classed as pure saving.

Then there is a question that is often asked. How will the customer like it? It must be admitted that they do not like it at first. But the merchant is in the happy position of being able to say that he has nothing whatever to do with the delivery service. That is one fruitful source of difficulty between customer and merchant that is removed. No one can but realize the advantage of this. To do the customer justice, too. They are not slow to get the idea of the thing. Orders come in promptly for special deliveries, and the grocer has a far better chance to systematize his day than he ever had under the old system of sending out a delivery just about whenever a customer required it.

The Centralized System of the U.S.

Of course this system, as described, is applicable mainly to a comparatively small place. As the place grows larger other elements creep in. Even in the larger places, however, a system of co-operative delivery has been effectively demonstrated, though we have no instance on record in Canada. Ann Arbour, Michigan, a sizeable city has effectively developed such a system. It was inaugurated by the merchants who each bought a portion of stock in a delivery company. This company had a central delivery depot near the centre of the town. The goods are collected from the several stores and delivered to this central depot, where they are sorted after the system of the post office into separate routes. This system has been effectively used in many towns in the United States, and has been acclaimed as a great boon to the merchant.

While the system of co-operative delivery has its weak points, it has been proved by experience to work out to the monetary advantage of its users. Undoubtedly the chief consideration which has popularized the system, namely the cutting down of the individual expense of delivery, may to some extent be due to the inflated prices prevailing, yet where the merchant finds co-operation in the matter of delivery working out to his advantage to-day, it is probable that anything but similar conditions will prevail in time to come.

TAKING ADVANTAGE OF MISFORTUNE

A Strong Wind—An open back and front door—and the big plate glass window of Hugh Walker's grocery store in Galt blew out. Mr. Walker believes in taking advantage of every available form of advertising, and immediately the window was boarded up he placed a sign as follows:—

"The WINDOW BLEW OUT—YOU BLOW IN."

The sign attracted considerable attention, as a few travelers as well as many customers blew in. Mr. Walker on the whole was well pleased with the results, although he will be glad when the boards come down and his new window is installed.

BOARD OF TRADE SELLS SEED POTATOES

The Board of Trade of St. Thomas, Ont., has purchased two carloads of potatoes for seeding purposes, which will be sold to the citizens at cost price, thereby enabling them to obtain seed potatoes at a reduced figure. This action was taken as result of the greatly advanced prices of potatoes and other foodstuffs which has rendered it almost impossible for the average citizen to buy his usual annual supply of seed.

SUGAR GRINDING IN CUBA HINDERED BY RAINS

Reports from Havana, Cuba, indicate the great extent of damage by troops operating in the insurrection. Considerable burning and looting has been carried on and the sugar crop has suffered. One company has had cane destroyed sufficient to produce 125,000 bags (about 18,000 tons) of sugar, and railroad bridges, cars, cane scales, and dwellings have been burned. Owing to the destruction of bridges many planters cannot transport their sugars to the ports and have to store them on the plantations, which is a very unsafe proposition.

In the three Western provinces of Pinar del Rio, Havana, and Matanzas, favorable weather for harvesting has continued. In some other provinces there has been a slight interruption in the grinding due to rainfall. Owing to the fighting in the eastern provinces, receipts of sugar are only known exactly for the six principal ports at which they amounted on April 21, to 1,363,033 tons compared with 1,458,419 tons in 1916. A strong undertone exists and planters expect higher prices in the future.

WHITE BREAD AS A FOOD

Considerable adverse comment has been given vent to recently in connection with the use of white bread and some families have forsaken it with scorn for the whole wheat bread, bran bread, or some other "health bread." Some time ago a New York paper printed a sensational article entitled, "Don't Give Him White Bread," and giving the following table to show the relative food values of the several articles named:—

Barley bread	83.3
Whole wheat	81.7
White	54.9
Rye	57.2
Swedish speise bread	87.0
Zweiback	85.2
Macaroni	86.9
Corn	80.0

At this rate white bread would be the least beneficial of them all, and Swedish speise bread the most nourishing. The latter, however, contains no water, while white bread contains 35 to 45 per cent. water. Even with its water, white bread is not as expensive as speise bread and it would be dry and harsh without the water.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.

ESTABLISHED 1886.

The Only Weekly Grocer Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - *President*
H. T. HUNTER - - - *Vice-President*
H. V. TYRRELL - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES:

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, Room 626, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1624.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, MAY 11, 1917 No. 19

EDITORIAL BRIEFS

THE first watermelons of the season have reached Philadelphia. They came from Wauchula, Flo., and sold for $2.00 a piece.

* * *

THE New York *Fruitman's Guide* propounds the pertinent enquiry. "Why blame the middleman for what the endmen do?"

* * *

THE latest advent to the list of the Allies, and they are coming almost every day, is the little Republic of Haiti. This is a Negro Republic, ruled by a Negro, and in the past, if history speaks correctly it has not been a particularly gentle or law abiding little Republic. But apparently even here the Kultur of the Teuton cannot be stomached so the dusty colored President Artiguenave has sent a message to his senate demanding war. Good work for the sons of Ham.

* * *

WESTERN farmers are saying that Free Wheat is not as advantageous to them this year as it would be in normal times. Canadian millers are saying that it is generally admitted that Free Wheat may benefit the West in this present year but that it will not be of advantage when normal conditions return. Isn't it interesting how a man's position colors his opinions?

* * *

THERE is a bill before the American Congress, to empower it to reach into every American home and prevent waste. Of course we don't know just how this reaching is to be done. If it is to be done by a kind of moral suasion there is no doubt that it is a good idea. But if there is any actual reaching into the home and demonstrating just how much butter there shall be on the bread, we misdoubt but that Uncle Sam will have some proposition on his hands.

SOW POTATOES WITH A LITTLE SENSE

THE Rev. Byron Stauffer of Toronto, is advocating the plowing up of the Woodbine Race track, to grow potatoes. Well that's all right as far as as the race track goes but what about the potatoes, perhaps potatoes wouldn't grow in the soil of the woodbine. This plowing up idea seems to be going to people's heads without improving the character of the ideas that emanate therefrom. To hear people talk, one would think that Canada had her last acre under cultivation. When we start out to plant potatoes, let us not do it so much with the idea of scourging ourselves by ploughing up the few beauty spots of our cities, but with the idea of growing potatoes. Every open space isn't necessarily just a natural garden for growing potatoes.

At that, however, the Reverend gentleman can plough up the Woodbine just as soon as he feels like it. There doesn't seem any very good argument for horse racing in war time.

MR. O'CONNOR GOES TO MONTREAL

AT A recent session of Parliament there was quite a flurry over an advance of a dollar in the price of flour. W. F. Cockshutt, of Brantford, from the government benches handed out some spirited criticism to that same government. Mr. Crothers was right on the job as usual. He had sent Mr. O'Connor to Montreal. Whenever anything of that nature breaks loose Mr. O'Connor might just as well pack his grip for he is going somewhere. Well Mr. O'Connor has gone to Montreal, and a hopeful country not unnaturally expects something. Any business sending an officer to Montreal on business would no doubt expect results. What effect is Mr. O'Connor's visit going to have on the price of flour? The only result noted to date is that Flour has advanced another dollar since Mr. O'Connor's visit. Better whisk him off to Winnipeg and see if that will help in any way.

Mr. O'Connor is by way of being a kind of glorified red herring. Whenever trouble stirs, Mr. O'Connor is right there ready to be dragged across the trail.

But is anybody credulous enough to believe that the red herring will have any effect on the price of flour.

A THOUGHT FROM WASHINGTON

SENATOR KENYON, one of the Solomons of the United States Senate recently introduced a Bill making it a prison offence to buy or sell futures on any article pertaining to the necessities of life.

The discussion that followed sounds so like the babblings of our own wise ones that it would make any Canadian homesick to listen.

Consider the argument of one patriotic citizen, of the United States, Senator Nelson:—

"In the past two months I have sold hogs at my little farm for $15 a hundredweight. I have seen the time when I had to sell at 6½ cents a pound. In the last six months I have sold for $50 and $60 superannuated old cows that could not eat hay.

"Compare the price the farmer gets for his hogs and cattle with that received by the packer, then study the difference between the farmer's price and the consumer's price. There is where the robbery comes in. The poor people are bled by these middlemen."

In conclusion we can do no better than quote the words of the Wall Street *Journal*:—

"Yes, compare the prices. Read the second paragraph quoted from the Senator's speech first, and the first one last.

"When a Senator is compelled to sell a superannuated old cow for $60, which, as he admits, he would have sold for $10, and a hog at 15 cents a pound live weight, which would bring the cost of the dressed animal to nearly 30 cents, then, indeed, it is time to send to prison every man and milling concern who buys wheat for delivery next December."

We may be prejudiced but it seems to us that the Wall Street *Journal* has all the better of that round. Yet Senator Nelson's type of argument goes for public spiritedness both in Washington and Ottawa.

CANADA—THE WAR, AND FOOD CONTROL

OF recent date there has been a good deal of discussion on the matter of the scarcity of food, a condition that is getting more serious almost daily. A variety of means has been suggested to combat the danger. Sir George Foster, who has recently returned from Washington, in a published interview stated that, the matter of Price control of foodstuffs had been discussed with the American government, and it was likely that some action would be taken in that regard in the not too distant future.

Well, Sir George is a politician, and it would be an unusual politician who would not make a little capital out of the present high food prices. But price control of food is a big question. The mere matter that the United States has a number of bills on this subject coming up for consideration, signifies nothing. It would take a trained statistician to total up the number of bills that come to nothing in the American Congress. Anyone can suggest a bill, but not everyone can get it passed. The same applies pretty well to this country too. Price control! It has more sides than merely one. Can you control the price of flour without also controlling the price of wheat, and there at once you tread on the farmer's sensitive toes.

It is a simple little matter to say that the Government will set the price on foodstuffs, but to actually do it means that the government must actually become a middleman, and actually buy, and at least oversee the sales of these goods. That is the way it has worked out in every country that has yet been tried. Do we believe that the untrained gentlemen who sit on parliamentary benches are better able to handle the country's business than those who have made a life-long study of it? Is there any good and sufficient reason to suppose that the business would so be more efficiently and honestly carried on?

There is a lot more to be said in favor of the campaign for increased production than these Price-Control Will-o-the-Wisps. There is a good deal more sense in the endeavor to make the supply meet the demand than in making the demand meet a supply that is less than the possible.

MAKING CUSTOMERS AS WELL AS SALES

OF recent date several instances have been brought to our attention, where a merchant by a careless service, in refusing to go out of his way to meet a customer's requirements has not only lost the sale, but lost the customer as well. It is probable that every merchant has at times people come to him enquiring for goods that he does not have or which are out of stock. In the cases we refer to, the goods were goods that the merchant usually carried, and in each case the customer was inclined to wait for the goods to be provided by that store rather than to go elsewhere, but in each case the merchant looked upon the transaction as merely an individual sale, and one that would bring him in only a negligible amount of profit, and consequently displayed no inclination to meet the customer's wishes. Therefore in each case the customer went elsewhere to find more willing service, and having found it, not unnaturally decided to patronize the store that had given him this willing service.

These are not isolated instances. They are happening every day, and they are the great reason for lost customers. The remedy is, of course, that the merchant should cease thinking of these transactions as sales, and look at each purchaser as a potential customer, whose trade it is desirable to secure. A sale in itself may mean only a few cents of profit, and if the merchant is temporarily out of the goods called for, it may entail an expenditure far in excess of any possible profit. That, of course, is looking at it only from the profit end. On the other hand, a willing, courteous service in this one little item may serve to rivet the customer to the store, and make a customer who will bring in real profit to the merchant. An eagerness to serve, irrespective of the profit of the individual transaction, may we say, results in a strong friendship for the store. A service refused, or ungraciously conceded will more surely still contribute to a lost customer. And customers like most other things, are more easily lost than found.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE



Maritime Provinces

C. A. White has purchased the branch grocery business of Allison's Ltd.

Allison's, Ltd., Halifax, N.S., have sold their stock by auction and are going out of business.

The Chocolate Shop, conducted by Mrs. L. A. Tapley, has removed from Charlotte to King street.

The record rises of flour this week make a total advance of $5 per barrel in less than one month.

John T. Oram, formerly with Court Brothers, St. John, has been reported killed in action on April 9.

John D. Dowling, formerly with Rose Brothers, West St. John, and a foster son of J. W. Rose, of that firm, has been reported missing since April 9.

Thomas A. McMurray, formerly employed with J. F. Estabrooks and Sons, was killed in action on April 9.

The price of bread was increased this week by bakers to eleven cents a loaf and to thirteen cents by the grocers.

Thomas Draycott, who has conducted a grocery store in Brussels street for several years, has left for Australia, where he will engage in business.

Retail stores in St. John are considering a proposal to close at five o'clock during the summer months to give the staffs more time for food production, etc.

The Primecrest Farms, Ltd., which assigned recently for the benefit of the creditors, has been bought in by the bond holders and is being operated in their interests.

New potatoes appearing in the New York market have caused a slump in prices in the Maine potato districts, but, across the border in New Brunswick, prices still hold firm.

T. H. Estabrooks, of T. H. Estabrooks Co., Ltd., is taking a leading part in a scheme for the establishment of the wooden shipbuilding industry in New Brunswick with Government aid.

The question of food production was given an exhaustive consideration at a provincial conference, called by Premier Foster and held in Fredericton this week. Delegates representing all classes from producers to consumers were present. Government action is foreshadowed for the encouragement of increased production.

O. C. Bissell, formerly sales manager of the Atlantic Sugar Refineries, and one of the most active board members, has been promoted to the position of assistant sales manager for Canada at Montreal. While his St. John friends regret parting with him, they congratulate him upon his deserved promotion. R. M. Fowler will take Mr. Bissell's place at the board and in the Atlantic Refineries offices at St. John, N.B.

Quebec

A. Barry, grocer, Quebec, Que., is dead.

J. Sullivan, grocer, Montreal, has sold out by auction.

N. Frankolis, grocer, of Montreal, suffered loss of his store by fire.

Mr. Cossette of Grandmere, Que., was in Montreal during the past week.

Castle Blend Tea Company, at Montreal, suffered $10,000 loss from fire.

Christie Brown Co. Ltd., suffered damage by fire at Montreal. Covered by insurance.

M. Pelletier of Pelletier Bros., St. Sulpice, Quebec, visited Montreal this week on business.

J. C. Heon, of the Canadian Milling Agency, Victoriaville was a business visitor to Montreal this week .

M. Legacy of Grandmere, Que., was in Montreal this week, and visited Bon Secours Market on fruit business.

The boats are now running to Quebec, and business visitors from that city are expected more frequently in Montreal.

J. E. Hunsicker, Grain Merchant, Montreal, has been rather indisposed of late but is expected back to his office shortly.

Mr. H. S. Gile, of The Pheasant Loganberry Juice Co., Salem Oregon, was in Montreal last week, arranging with their Eastern Representatives, Rose & Laflamme, Limited, Montreal and Toronto, for the marketing of the new product, Phez Loganberry Juice.

Opening of the various tourist and motoring resorts around Montreal has begun and amongst the first centres to call for large orders from the grocery and provision merchants is the Chateau St. Louis whose proprietor M. Giguere is well known to business men in Montreal.

A very interesting event took place on Thursday evening, 3rd May when a large number of the employees of St. Lawrence Refineries, Limited called at the residence of Mr. Bernard McNally, Vice-President of the company, to present him with a very handsome mantle clock and side ornament on the occasion of his severing his connection with the company. Mr. McNally is leaving the Refinery on account of ill health, to enjoy a well earned rest after over forty years service with the company.

Ontario

Wm. Schryver, Toronto, has sold out.

P. D. Martin, Toronto, has sold to Loblaw Stores, Ltd.

Andrew Thomas, grocery and meats, Hamilton, has sold out.

A Sheard, confectioner, etc., Brantford, has sold to H. Pettet.

J. O'Callaghan, of Ottawa, has been succeeded by Eastman Bros.

Gilliam Broom Company, of Toronto, has been sold to I. Richardson.

A. Sibbett, of Carleton Place, Ont., has been succeeded by D. A. Roe and Company.

MacLaren Imperial Cheese Company, Toronto, suffered loss by fire; fully insured.

Jas. Lumbers Co., Ltd., wholesale grocers, Toronto, suffered loss by fire, fully insured.

Erieau Fish Co., Ltd., has been incorporated at St. Thomas with a capital of $40,000.

Hamblin, Brereton Co., Ltd., wholesale grocers, Toronto, have removed to Kitchener, Ont.

The London grocers enjoyed their first half holiday of the summer months on Wednesday, May 2nd.

Canada Sauce and Vinegar Co., Limited, has been incorporated at Toronto, with a capital stock of $50,000.

Longo Fruit Company, Limited, has been incorporated at Toronto with a capital of $40,000, to carry on a general fruit and vegetable business.

Good Health Food Company, Ltd., has been incorporated at London, Ont., with a capital of $40,000, to manufacture and deal in grain products.

G. A. Shenkel, formerly of Libby, McNeill and Libby Co., Chicago, has been appointed office manager of the Chatham Packing Company at Chatham.

Sturgeon Falls Milling Company of Sturgeon Falls has received incorporation with a capital of $25,000.

F. T. Hill & Co. of Markdale, Ont., are discontinuing their branch at Toronto and opening a branch at Tara Ont

The B.C. Milk Condensing Company, Ltd., has been granted incorporation at Toronto with a capital of $120,000 to manufacture and deal in dairy and farm products.

Borden Farm Products Company, Led. has been incorporated at Toronto with a capital of $275,000 to carry on a wholesale and retail business in dairy supplies and farm products.

The large majority of the Windsor Walkerville and Sandwich grocers started their weekly half holidays on the first Wednesday of April and will continue till the last Thursday in September.

John C. Trebilcock, for many years in the grocery business in London died of heart trouble last week. Mr Trebilcock retired from business about eight years ago. He was Secretary for many years of the first Retail Grocers Association organized in London. He will be remembered by many who enjoyed the annual excursion to Niagara Falls.

Western Provinces

G. Yost, of Winnipeg, has sold his grocery stock.

H. Walker, of Alsask, Sask., has discontinued.

Geo. Watson & Co., of St. James, Man., have discontinued.

Wm. Spooner, of Edmonton, Alta., has sold to S. Murphy.

Mrs. L. Goudry, grocer, of Bedford, Man., has discontinued.

R. G. Thompson, general store, Ardill, Sask., is out of business.

Langside Grocery, Winnipeg, has sold out to B. C. Gillan.

Cheadle Grocer has commenced business at Cheadle, Man.

John McKay has opened up a grocery store at Calgary, Alta.

M. Green, grocer, Medicine Hat., Man., has discontinued business.

A. A. Gray, grocer, Calgary, has been succeeded by John McKay.

Gallagher Bros., grocers, Winnipeg, have registered partnership.

Green & Davis have opened up a grocery store at Manyberries, Man.

C. Nigro, grocer, Rossland, has sold business to Naccarato & Olivia.

J. Minshull, of Silverton, Man., has sold to Hargrave and Hainstock.

G. H. Walker, of Walker Bros., general store, Kuroki, Sask., is dead.

W. H. Woodland has commenced a grocery business at Morris, Man.

Cameron Grocery of Edmonton has been succeeded by A .J. Ainsworth.

Anderson Bros., of Saskatoon, have been succeeded by A. J. Ainsworth.

Polsky & Kaplan, grocer and butcher, have commenced business at Transcona.

J. Stuart, of Edmonton, Alta., is negotiating the sale of his grocery business.

Henry Gauvin, grocer, Vonda, Man., has been succeeded by Mrs. E. L. McLean.

Laurie Bros., grocers, Winnipeg, have sold the business to P. & B. Cash Stores, Ltd.

North End Retail Merchants' Co-operative Bakery, of Winnipeg, has discontinued.

H. Lee & Son, grocers, Assiniboia, have dissolved partnerships; F. D. Lee will continue the business.

Canadian Automatic Churn Co., Ltd., has been granted a Dominion charter at Winnipeg.

James E. Grant, Calgary, has been succeeded in the grocery business by T. A. Wiggins.

Paulenko and Constantine, general store merchants, of Lennard, Man., have discontinued.

Lieut. C. J. Farr, formerly of the Maple Leaf Milling Co., of Winnipeg, is reported killed in action.

C. J. O'Connell is erecting three stores on Main Street, Winnipeg, between Church and Machray Ave.

Canadian Products, Limited, Vancouver, B.C., have applied for change of name to Dominion Products, Limited.

G. B. Thompson & Co., Winnipeg, is the new style under which G. B. Thompson, manufacturers' agents, is doing business.

N. E. Stuart & Co., dealers in groceries, flour, feed, etc., are reported to be succeeded by McGrier & Aling, at Alderson, Man.

Manitoba Grain Company, Ltd., has been incorporated at Winnipeg with a capital of $50,000 to deal in cereals, fruits and farm products.

Potomac Poultry Food Co., Inc., Baltimore, manufacturers of crushed oyster shells, have appointed G. B. Thompson & Co., Winnipeg, as agents.

W. E. Timpson, for seven years with Salada Tea Co., is now handling special campaign for F. F. Dally Co., on 2 in 1 polish, from the Winnipeg office.

H. P. Pennock & Co., Ltd., manufacturers' agents, Winnipeg, have been appointed sole Western selling agents for the Eastern Canada Fisheries Co., Ltd., packers of lobsters, Montreal.

James Clark, specialty man for the Atlantic Sugar Refineries, Ltd., who makes his headquarters in the West with H. P. Pennock & Co., Ltd., left last Saturday for headquarters at Montreal, and will be away for about two weeks.

Robert Gillespie, of the Robert Gillespie Co., Winnipeg, has been on a business trip to Eastern Canada. His object is to appoint agencies in the East for a number of lines controlled by that company, and to call on their principals in Ontario.

THE ARMSTRONG TRADING CO. OF WINNIPEGOSIS WIPED OUT BY FIRE

A very disastrous fire broke out in the store of the Armstrong Trading company on Friday, May 1, and as a result the whole plant has been destroyed. The manager and bookkeeper of the company had been in the offices until late Saturday night and all was in order when they left.

The ice houses, warehouses and wharf, all built of wood, caught fire and it looked for some time as if the fire might spread even further. All these buildings are a total loss, nothing having been saved.

The business carried on is a general merchandise and fish one and large stocks of these commodities were lost. Hon. Hugh Armstrong, of Portage la Prairie, who is the president of the company estimates the loss as being between $50,000 and $75,000. The buildings and stock were entirely covered by insurance.

The business, it is said, will be started again without delay, and stocks to replace those burned will be purchased.

The company started here many years ago with a general store, and during the past five years has gradually increased its business until it is now one of the largest in this district.

ADDITIONS FOR "WHO MAKES" DIRECTORY

In the "Who Makes" directory in April 27 issue, CANADIAN GROCER Spring Number, the following omissions occurred:—

Under "Gelatine," the name of Charles B. Knox Co., Johnstown, N.Y., should have appeared.

Under "Hose," the name of Dole Bros., Hops and Malt Co., Boston, Mass., should have been inserted.

CANADIAN GROCER regrets the omission of these two names from this directory.

SOAP INDUSTRY HINDERED BY EMBARGOES

The Canadian soap industry, apart from a few more or less important interferences, is enjoying a fair degree of prosperity, and prices have remained firm. Substitutes for lard, tallow, and other ingredients have had to be found, owing to the growing tendency of the consuming public to use most portions of slaughtered animals for edible purposes, and the result has been the use, in increasing quantities, of the soya bean, for which a large market has been built up. Last year's shortage of cotton seed is having its effect on this industry, and the continued imposition of embargoes on absolutely necessary commodities is the chief stumbling block of the manufacturers. It is generally affirmed, however, that the general trade conditions in the Dominion are good, and the future has fairly good prospects in store.

PROMINENT CITIZEN OF BRANDON, MANITOBA, DIES

Henry Meredith, one of Brandon's most wealthy and respected citizens, passed away at the Prince Edward hotel on Friday morning, May 14, after an illness of about three weeks. The deceased was 78 years of age and came from Colooney county, Sligo, Ireland over 60 years ago.

His first business connections were with McMaster and Company, of Toronto, after which he came West and settled in Brandon, where he conducted a general store in partnership with his nephew, A. P. McKim, under the name of H. Meredith and Company on the corner of Sixth street and Roser avenue. He retired from this business somewhere in the early nineties, and went in extensively for farm lands.

FIRE VISITS MACLAREN IMPERIAL CHEESE CO.

On Thursday night of last week fire was discovered in the MacLaren Imperial Cheese Company's plant at 69 Front street east, Toronto. The fire started in a pile of boxes at the rear of the warehouse and worked its way through to the rear of the main floor. Before the fire was discovered and placed under control a good deal of damage had been done, though this was more the result of smoke and water than of the actual fire. The actual loss is not expected to be very great. The damage to the building was said to be about $1,000. The building was the property of the James Lumbers Co., wholesale grocers, whose place of business is next door. This company also suffered somewhat from the effects of the smoke.

GOVERNMENT ORDER RE PRICE-BOOSTING INADEQUATE

Mr. Charles Laurendeau, K.C., City Attorney of Montreal, has expressed his belief that the Government's Order-in-Council relating to price-boosting, operates in such a way as to protect those who charge exorbitant prices rather than to punish them. Mr. Laurendeau claims that the Order annuls section 498 of the Criminal Code, which gave the ordinary consumer the privilege of taking action against dealers boosting the costs of necessaries of life, and complicates the law so that only the Minister of Labor can take action. The Minister of Labor, on the other hand, has recently stated that he does not consider it his duty to take such action, but that his duties under the Order simply permit him to allow somebody else to apply to the Provincial Attorney-General for power to prosecute.

It must be evident to the Government that their purpose in passing the Order is being defeated and that it needs to be made far more explicit. It is necessary that responsibility for action shall be clearly defined and placed squarely on the heads of responsible officials. Since the Order was put into effect five months ago there have been scandalous manipulations of the prices of necessaries of life, and not one single action has been taken.

CANADA SHOULD HAVE FOOD CONTROLLER

Mr. W. E. Rundle, member of the Ontario Resources Committee, has stated that in his opinion, the situation with respect to foodstuffs fully warrants the appointment by Canada of a Food Controller. Mr. Rundle referred to the report of the world's greatest Agricultural Institute at Rome showing a shortage of 150,000,000 bushels of food grains below the amount necessary to feed the world until next August, and pointed out that Canada's duty in the acute situation is to appoint a Food Controller to make a thorough study of the problem with a view to stimulating production and regulating distribution.

MY GROCER.

Who fed me when I was dead broke
And had my silver watch in soak?
My Grocer.
Who never asked me for a cent,
And made me good for two months' rent?
My Grocer.
Who was it put me on my feet—
Got me a job at twelve per week?
My Grocer.
An when I moved to a flat up town,
Who was it that I did throw down?
My Grocer.
Who was it proved the easiest mark
From Sunnyside to Munro Park?
My Grocer.

The Wilson, Lytle. Bodgerow Co., Toronto, are responsible for this painful thought. It appears in a little series of Office Reminders that this company sends out to the trade.

SEE YOURSEL' AS 'ITHERS SEE YOU

IF You save your money
You're a Grouch,
IF You spend it
You're a Rounder,
IF You keep it
You're a Miser,
IF You get it
You're a Grafter,
IF You don't get it
You're a Bum,
So what's the use.

—Credit Men's Journal.

POTATOES AT $1.00

"Even if the acreage planted to potatoes in Canada this year is ten per cent. less than last season, we should, if we have a fair average crop find the price of potatoes lowered to $1 a bushel by next autumn" said W. J. Black, Dominion Commissioner of Agriculture, who added that there was no reason for any panic about the potato situation because Canada had only half a potato crop last year.

ONE TIME GROCER ELECTROCUTED AT ST. THOMAS

Sydney A. Smith, of St. Thomas, an employee of the Hydro Electric Co., met instant death on Sunday last when he accidentally touched a live wire carrying 13,000 volts. Mr. Smith was a native of Lambeth, and for many years had a grocery store in St. Thomas. He was sixty years of age.

SHOULD INCREASE POTATO OUTPUT FOR EXPORT TO BRITAIN

The Canadian Trade Commissioner in London, England, writing on the subject of Canadian potatoes and the British market therefor, states that through disease and unfavorable weather, the home grown supplies of potatoes are practically exhausted and the country is threatened with an almost complete lack of potatoes until the new crop is available. English importers of potatoes urge that Canadian potato growers should largely increase their output this season by planting larger areas in order to relieve the situation. The expected increase in potato production in England resulting from the urgings of private individuals by the Food Controller, is expected to be minimized by the placing of fixed maximum prices on the potato crop.

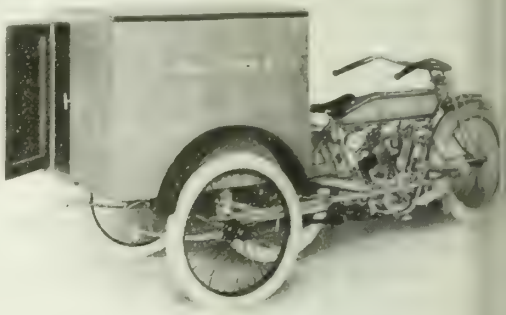
SERVICE DEPARTMENT

Editor, CANADIAN GROCER.—Can you tell me who is the manufacturer or distributor in Canada for Ralston's Health Food? I would appreciate this information very much.—Ontario Merchant.

Answer.—Chisholm Milling Company, West Market Street, Toronto.

New Goods Department

The Cygnet Rear Car, illustrated herewith, is manufactured by the Cygnet Rear Car Company, of Buffalo, N.Y. This car is made especially to meet the needs of the grocery trade. The car has a carrying capacity of 500 pounds and is said to run from forty to fifty miles on a gallon of gasoline. The argument used in favor of this car as against any other



form of delivery is its low upkeep cost, and unquestionably efficient manner of delivering goods. The capacity is well over and above the needs of the average grocery store, and affords a prompt and speedy delivery system.

The manufacturing company state that many of their cars have shown a yearly mileage of 10,000 miles delivering 90,000 packages and making 60,000 stops with an average of 45 miles to a gallon of gasoline.

The Detecto Scale, illustrated in the accompanying cut, is something of a novelty. It weighs up to 300 pounds and is only 12 inches in width and breadth. The dial is 7 inches in width and is placed horizontally with the platform. It is claimed by the manufacturers that



the scale will weigh with unerring accuracy, and is strong enough to give good service for years. The price is $15.00.

The scale is manufactured by the Jacobs Bros. Co., Inc., 78 Warren St., New York, N.Y.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FLOUR has again been the centre of interest during the week, a further advance of 60c per barrel having been recorded. Sugar held in steady market, with favorable reports coming from Cuba as to the number of centrals that are now grinding. There are thirty-five more centrals grinding than at the same time last year. Production, up to date, however, is behind last year, owing to the lateness of the grinding season and interference through the revolution. Tea is in a continued firm position with the prospect that higher prices will prevail.

Cooked meats have been on the upward trend quite generally and compound lard has again reached higher levels, owing to the advance in cottonseed oil in the United States. Eggs are firm, with higher prices recorded during the week, due to storage that is now going on and also to the fact that production has not been as heavy as ordinarily would have been the case with more favorable weather. Commission men are uncertain over the course the cheese market is likely to take, the belief being prevalent in some quarters that the new purchasing commission is likely to fix lower prices than those now prevailing.

Advances in grocery lines have been numerous and include soups, cereals, jams, marmalade, jelly powders, maple products, evaporated milk, castile soap, laundry soap, Epsom salts, baking powder, molasses, dried peaches, chicory, peanuts, rice, beans. Declines have been recorded in whitefish and trout and pineapples, with the prospect that the latter fruit will be lower in the near future. Business in grocery lines has been very good.

QUEBEC MARKETS

MONTREAL, May 8.—Once again flour shows the way to other goods and advances are the rule in wheat products and cereals. Provisions also show advances of interest, eggs being unusually high in price for the season. Potatoes keep high, and incidentally may be mentioned the increase in the price of bread in Montreal by two cents during the past week. Vegetables and fruits show some reductions in price, especially oranges which are noticeably easier. Corn syrups and molasses remain as last week. Some miscellaneous advances are noted, and the general tone of the market is towards firmness. Fish seems a little easier in tone, though here and there have been slight advances. The outlook is for higher priced canned goods.

Maple Butter, Jellies, Glass Cans All Up

Montreal.

MAPLE BUTTER, JELLIES, ETC.—Jellies and jelly powders are all advanced by twenty cents per dozen. They are now at $1.10 where they used to be 90 cents per doz. "Jello" is at that figure, and incidentally "all free deals" as regards this line are said to be off. Maple butter has advanced to 19 and 20 cents a pound, a rise of five cents in one wholesale house. It is reported that there will soon be no baking powder in 1-lb. tins on the market at less than $1.80 per doz. Another interesting advance at this season is that of fruit jars in glass which are up by 50 cents a gross owing to the cost of all glass manufacture now.

Sugar Situation Was Uneventful

Montreal.

SUGAR. — The situation as regards sugar is uneventful this week, and though the mrket is firm, and showing some indications towards further strength the position as to raws was practically undisturbed during the week that has elapsed since last report. Refiners are still extremely busy filling orders for the Government and there have been moments of doubt as to powers to fill local orders now and then, but in the main the situation is as good as can be expected in war time with so many unprecedented factors bearing on the case. One firm of refiners which has been rather lower than the others advanced a little nearer to their figure this week. At that, however, only such business as seemed particularly urgent was being filled to local demand.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 50
Acadia Sugar Refinery, extra granulated	8 40
Canada Sugar Refinery, extra granulated	8 25
Wallaceburgh sugar	8 50
Special icing, barrels	8 50
Yellow, No. 1	8 10
Powdered, barrels	8 60
Paris lumps, barrels	9 10
Crystal diamonds, barrels	9 10
Assorted tea cubes, boxes	9 10

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Looking Still To Firmness

Montreal.

CANNED GOODS.—There is a gradual strengthening factor present in the market for canned goods just now, due partly to the call for these from the Old Country, and partly to the impending scarcity of cans which is becoming a matter of concern. Canners in Canada have ceased to take orders for future deliveries of new crop even with the provision "subject to pack," and the same condition prevails in some California quarters of canning importance. An advance in canned blueberries is the only actual change noted on the market this week, the new price quotations on these goods being $1.20 per doz. for "2s" by one large wholesale firm. It is reported by those in touch with the situation that Norwegian sardines are getting scarce, to the verge of non-existence on the market. The outlook is beyond doubt for high-priced canned goods again this fall.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 80
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 75
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 3s	....	2 25
Tomatoes, 2½s	....	2 15
Peas, standards	1 25	1 50
Corn, 2s, doz.	....	1 80
Corn (on cob, gallon cans), doz.	....	8 50
Red raspberries, 2s	....	1 75
Red cherries, 2s	....	1 85
Strawberries, 2s	....	2 50
Blueberries, 2s, doz.	....	1 20
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Apples (gallon)	3 25	3 50

Dried Fruits Firmer And In Fair Demand

Montreal.

DRIED FRUITS.—Everything in dried fruits is firm at present, and the outlook is all to greater firmness. Prunes are especially firm, and the outlook is all to higher quotations. The raisin growers of California effected their new Association covering 75% of the growers, and the

opening price of raisins is expected to be high. Evaporated apples keep very firm in market. Demand for these is good. There is a reasonable demand noted on all dried fruits at present, and this seems likely to continue steadily. Supplies are sufficient meantime. Dates are in dull market. Figs are likely to open high for new crop in California. Prices on new candied peel(to arrive) are rather higher than previous quotes.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. boxes	....	0 13
Apples, choice winter, 50-lb. boxes	....	0 13
Apricots (old crop)	0 18	0 19
Slabs	....	0 19
Choice, 25's, faced, new crop	....	0 22
Nectarines, choice	....	0 11½
Peaches, choice	0 11½	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	....	0 32
Lemon	....	0 24
Orange	....	0 27
Currants—		
Filiatras, fine, loose, new	0 18	0 21
Filiatras, packages, new	0 20	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	....	0 12½
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 13
Excelsior	....	0 12½
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 8 oz., doz.	....	0 95
Cal. bricks, 10 oz., doz.	....	1 20
Cal. bricks, 16 oz., doz.	....	1 40
Cal. layers, 10 lb., 5 rows, per box	....	1 60
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat	....	2 40
Comadore (Portugal), per mat 33 lbs.	....	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	....	0 13½
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	....	0 12
90 to 100, in 25-lb. boxes, faced	....	0 11
Prunes (Oregon)—		
30s	....	0 12½
40-50s	....	0 12
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels (loose), 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11½
Valencias, 4-crown layers	....	0 11

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Still In Very Firm Market

Montreal.

MOLASSES, ETC.—Great difficulties still, and continually, beset the importation of molasses. The latent advices tell of the loss of the schooner "Langfair" with from five to six hundred puncheons of choice and fancy molasses aboard, on a reef somewhere off Bermuda. Navigation risks are increased, and the dread of submarine attack is not yet wholly cleared from the minds of the mariners and shippers so that shipments proceed erratically as occasion offers. Prices have not altered this week, but stocks are small enough. Corn and cane syrups continue very firm in price at the figures recently reached. Corn syrups are subject to price changes without notice, and quote from day to day. Their tendency is towards firmer prices.

Barbadoes Molasses—	Prices for Fancy.	Choice.
Island of Montreal.		
Puncheons	0 72	0 67
Barrels	0 75	0 69
Half barrels	0 77	0 72

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Markets For Nuts Steadily Stronger

Montreal.

NUTS.—Importers of nuts, and wholesalers alike note the advancing tendencies of the market. Some few parcels of shelled walnuts arrived per the C.P.R. SS. "Missanabie," one of the first large steamers to reach the Port of Montreal after opening of navigation, and these nuts marketed quickly at 50 cents to the jobber. This is higher than present prices to retail. Peanuts are still firming up. Demand for these for oil-producing purposes is very strong, and the market responds. No. 1 Spanish and No. 1 Virginia are at 16 cents to the importer. Oriental peanuts are on the way here, and have met with ready sale also at lower figures than the Americans, but these also are advancing. In less than ten days a variation of one and a half cents up per pound was noted by actual car-load transactions in Montreal affecting Japanese peanuts. All other nuts are in firmer market generally.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	....	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Filberts (Sicily), per lb.	....	0 18
Hickory nuts (large and small), lb.	....	0 09
Peanuts, Bon Ton	0 14½	0 15
Peanuts (coon), per lb.	0 13½	0 14
Peanuts (Jumbo), per lb.	....	0 15
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	0 75	0 80
Walnuts (Grenoble)	....	0 18½
Walnuts (shelled)	0 45	0 48
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1	....	0 24

Chilean And Also Manchurian Beans Go

Montreal.

BEANS.—There are still a few carloads of Canadian beans but mostly all in wholesalers' hands now. Some houses are bare of Canadian handpicked. These were available are worth $9.50 per bushel. Three-lb. pickers are at $9. Rangoons are at $7.50 to $8. Chilean beans are filling the needs of the market where possible, and with some acceptance though these are a colored bean. Manchurian white beans are also available at 15 to 15½ cents a pound. These Manchurian beans come in large bags, 240 lbs. to the bag, and quite a quantity has been disposed of recently, according to one large wholesale house.

Beans—		
Canadian 3-lb. pickers, per bu.	....	8 50
Canadian 5-lb. pickers	7 50	8 10
Yellow Eyes	7 75	7 95
Lima, per lb.	....	0 16
Chilean beans, per lb.	0 12½	0 13
Manchurian white beans, lb.	0 15	0 15½
South American	....	5 70
Peas, white soup, per bush.	3 75	3 90
Peas, split, new crop, bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	5 00	5 75
Barley, pearl, per bag 98 lbs.	6 25	6 50

Rice Very Firm; Tapioca Firmer

Montreal.

RICE AND TAPIOCA.—The rice market is firm. Big shipments are being exported it is said, and though there is plenty in the country the market is bound to be the firmer for the outflow. No changes of price are, however, to be recorded so far. Tapioca is getting steadily scarcer both in Canada and the United States. The outlook is for higher prices as the chances of new supplies coming in are none too good with shipping so hard to get. It apepars also from reports that Great Britain is an eager market for what tapioca supplies can be secured, and this factor is firming the market also. Tapioca ranges from 12 to 14 cents a pound now, the lower price referring to seed tapioca.

Rangoon rice, per 100 lbs.	5 40	5 35
"Texas" Carolina, per 100 lbs.	....	7 90
Real Carolina, per 100 lbs.	9 00	9 50
Patna (fancy)	....	8 15
Patna (good)	5 40	7 40
Siam, No. 2	....	5 15
Siam (fancy)	....	6 40
Tapioca, per lb.	0 13½	0 14

Cocoa And The Confections Firm

Montreal.

COCOA.—No further features fall to be recorded as regards cocoa at present beyond a steady and satisfactory demand for the time of year, and a tendency to firmness which may develop into advances. The cost of containers is very much a factor in the possibility of higher prices for cocoas in cans, but the use of other materials than tinned steel for packages, may obviate the strengthening tendency in market. Demand for chocolates and the kindred cocoa and sugar products in confectionery continues excellent according to all reports.

Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

Coffee Steadily Maintains Records

Montreal.

COFFEE.—Coffee remains in absolutely placid market still. Any ripples on the surface are merely the result of passing manipulation at New York, but there is in the local situation no real change to record. Prices are unaltered. Short of something unexpected and unusual it would seem that coffee is to remain fairly steady for some little time longer. Domestic demand continues satisfactory, though there is always room for the retailer who cares to specialize in good coffee and to encourage its sale. Now that tea is dearer would seem to be a good opportunity to increase coffee sales profitably.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Black Tea Scarcer; New Japan Shown

Montreal.

TEA.—The counsel of the most optimistic among tea merchants and importers is to hope for arrivals of black tea in sufficient quantities via the Pacific Ocean to prevent any serious shortage, that is, shortage amounting to famine, in black teas this Fall. But there is anxiety enough as to supplies of black teas, and there will be shortages and advanced prices for a good while yet. It would not require a vast number of steamers to replenish Canadian tea stocks sufficiently to relieve bare markets, but not any too much freight space is available, and just now the shortage is very considerable. Samples of new season's crop of Japan tea have arrived, and are of excellent quality. Cable advices state that there is every indication that the new crop will be of good quality in every respect. It is anticipated that the opening of the market will take place about May 10.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spice Market Quiet; Markedly Firmer

Montreal.

SPICES.—There is again a sharp renewal of anxiety as to the market for spices, and advances in price may be considered inevitable. Stocks on the American continent are small and almost entirely held by manufacturers. Domestic demand for spices is exceedingly brisk, and grinders are meeting this demand with steady pressure of enhanced cost of materials bearing heavily upon them. The peppers are all becoming scarce and probably going higher soon. Malabar crops which relieved the situation as regards pepper last year, may not be available this year owing to ship shortages. Freight rates are simply hoisting importations of spices of all kinds sky-high, and there are plenty of fears expressed that spot supplies cannot hold out with incoming new supplies so much delayed, and uncertain of arrival. Cream of tartar is firmer again due to impossibility of getting supplies from France.

	5 and 10-lb. boxes	pkgs. dozen	¼-lb. tins lbs.
Allsnice	-0 16	-0 19	-0 23
Cassia	-0 25	-0 87	-0 37
Cayenne pepper	-0 28	-	-0 35
Cloves	0 32-0 35	-0 90	-0 39
Cream tartar, 60c.			
Ginger, pure	-0 20	-	-
Ginger, Cochin	-0 25	-	-0 31
Ginger, Jamaica	0 30-0 35	-1 15	-0 40
Mace	-0 80	-	-1 00
Nutmegs	0 40-0 60	-0 45	-0 80
Peppers, black	-0 30	0 87-0 95	-0 38
Peppers, white	-0 37	1 17-1 22	-0 40
Pastry spice	-0 25	0 25-1 20	-0 29
Pickling spice	-0 25	-	-
Turmeric	0 21-0 23	-	-

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway, Dutch, nominal		0 60
Cinnamon, China, lb.	0 18	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 15

Some Vegetables A Shade Easier

Montreal.

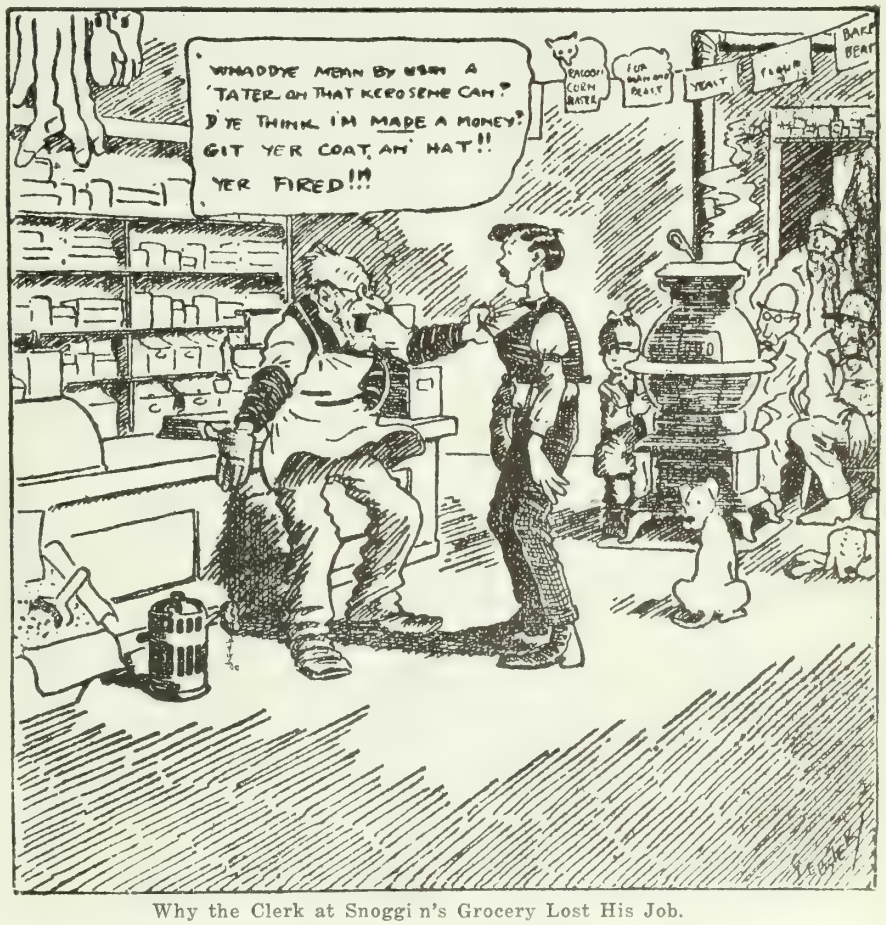
FRUIT AND VEGETABLES.—Again oranges are a little easier, while bananas keep steady in price as formerly. Both fruits are in good demand, the value of the banana as a foodstuff to replace bread and potatoes to some extent, and nourish children appetizingly to the economy of the other and more costly foodstuffs, is being appreciated. Potatoes still keep high priced and scarce. Cabbage is very scarce indeed, and high, but there has been a slightly easier tone to some other vegetables. Florida celery is now $4.00 a crate, parsnips are $1.25 a bag. Wax and green beans are a little lower also and tomatoes are quoted easier. While a few barrels of the various apples familiar to the trade may still be had, the great majority of apples available are now Ben Davis, and some Russets. The outlook is for more plentiful supplies of vegetables gradually as Spring advances in the South, and reaches the Province of Quebec.

Bananas (fancy large), bunch	2 75	3 50
Oranges—		
Navels, per box	2 75	3 00
Floridas	-	5 00
Valencia, ordinary and large	4 25	5 00
Grape fruit	-	4 00
Lemons	3 00	3 25
Pineapples, Florida, crate	-	3 75
Pineapples, Cuban, crate	-	3 00
Apples—	No. 1	No. 2
Russets	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches	-	3 00
Celery (Florida), per crate	4 00	4 50
Celery (U.S. washed), doz.	-	1 50
Onions, red, per bag (75 lbs.)	-	7 50
Onions, Bermuda, crate 50 lbs.	5 50	6 00
Onions, Texas, crate 50 lbs.	-	4 00
Onions, Spanish, per crate	7 50	9 50
Onions, Spanish, ½ crate	-	4 00
Onions, Spanish, ¼ crate	-	2 50
White onions, per bag (100 lbs.)	-	6 00
Potatoes, per bag (80 lbs.)	-	4 25
Potatoes (new), per hamper	-	6 00
Potatoes (red)	-	3 75
Potatoes (sweet), hamper	-	3 50
Carrots, per bag	-	2 00
Beets, per bag	-	2 00
Parsnips	-	1 25
Turnips	1 50	2 00
Lettuce, curly, per box	-	3 00
Lettuce, Romaine, doz.	-	1 00
Lettuce, Boston, box of 2 doz.	-	2 50
Tomatoes (Florida), per crate	5 50	6 00
Horse radish, per lb.	-	0 25
Cabbage, barrel (old)	-	12 00
Cabbage (new), New York, crate	12 00	14 00
Cauliflowers (doz.)	3 50	4 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	3 25	3 50
Beans, U.S., green, basket	3 25	4 50
Leeks, per doz. bunches	-	4 00
Parsley, doz.	0 50	1 50
Mint, doz.	-	0 50
Watercress, doz.	-	0 50
Spinach, per bbl.	-	4.00
Rhubarb, per doz.	1 25	1 50
Rhubarb (U.S.A.), per lb.	-	0 10
Eggplant, per crate	-	7 50
Cauliflower, crate	-	4 00
Garlic (Venetian), lb.	-	0 10
Endive (Canadian), lb.	-	0 25
Strawberries (Louisiana), pints	-	0 15
Cucumbers (Fla.), basket	-	3 00

Fish Trade Active; Good Demand

Montreal.

FISH.—The trade in fish is active and satisfactory, particularly in the lines of fresh fish which are selling remarkably well due to the cold weather prevailing. Fairly large quantities are arriving from both East and West, but Lake supplies have hardly started yet.



Why the Clerk at Snoggi n's Grocery Lost His Job.

The season for lake fishing is late, and reports are to the effect that no quantities will be available fo rtwo or three weeks yet. Local waters are producing quite a lot of perch, carp, bullheads, and suckers, also eels, and these are quickly absorbed as soon as they reach market. Lobsters are arriving in larger quantities, and in consequence the price for these is weakening. The first Gaspe salmon of the season has arrived, and brought 50 cents a lb.. The season for yellow pike and dore starts up again on the 15th of May. Oysters in shell and bulk, also prawns, shrimps, etc., have maintained their market very well of late.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes	....	1 00
Smoked boneless herring, 10-lb. box	....	1 40

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	9 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	16 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	9 50
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.		0 25
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00

FRESH FROZEN SEA FISH.

Halibut	17	18
Haddock, fancy, express, lb.	7½	8
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, lb.		9
Salmon, Western	15	16
Salmon, Gaspe	18	20

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 12	0 13
Smelts, No... 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.	....	12 00
Malpeque Shell Oyst. (ord.), bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	12 00
Clams (med.), per bbl.	....	8 00

FRESH FISH

Haddock	0 07½	0 08
Steak Cod	0 08	0 09
Market Cod	0 07	0 08
Carp	0 10	0 11
Dore	0 15	0 16
Lake trout	0 16	0 17
Fike	0 10	0 11
B.C. Salmon	0 23	0 25
Gaspereaux, each	0 03½	0 04
Western Halibut	0 17	0 18
Eastern Halibut	0 15	0 17

ONTARIO MARKETS

TORONTO, May 9.—There has been no disposition toward easier prices in any single line connected with the grocery trade, with the exception of pine apples. Fairly heavy shipments of these latter have arrived in New York, and should be equally low, as in other years. Prices for the other grocery lines have been in the upward direction, and the changes have been numerous. There was a continuation of good business conditions, with trade reported excellent. Some of the lines in which advances have taken place are soups, jams, marmalade, jelly powder, maple butter, soap chips, maple products, castile soap, Epsom salts, peanuts, rice, beans.

Heavy Production Of Sugar Under Way

Toronto.

SUGAR.—Reports from Cuba indicate that heavy production of sugar is now proceeding on the Island, as the number of centrals now grinding as compared with the same time last year is considerably in excess. At this time last year there were 147 sugar factories grinding cane, while during the first week in May this year the number was 182. The actual amount of production is behind last year, for up to April 28, 2,039,055 tons had been produced this year, as compared with 2.356.292 tons last year, a difference of 317,237 tons in favor of last year. But it should be remembered that there are now 35 centrals more grinding than there were at this time last year, and with a month or six weeks of good grinding weather before the rainy season sets in on the Island of Cuba it is barely possible that the production might be larger at the end of the season than at one time anticipated. The fact that a and that production is now known to be over two million tons, are worth bearing in mind when forming any conclusion greater number of centrals are grinding, on the sugar situation. Much remains as to the possibilities between now and the end of the grinding season. The freight situation is the big factor at the present time owing to the withdrawal of ships for the Transatlantic service. Where in October of last year the rate from Cuba to New York was in the neighborhood of 32c to 35c per hundred, charters have been made during the latter part of April for freight space at 63c to 65c per hundred. This is a big increase in the cost and accounts for some of the recent increase in the price of raw sugar. Prices of Canadian refined held steady during the week, with the exception of Canada Sugar Refining Company, whose prices were advanced 10c per hundred. Demand for sugar is light at present, but deliveries of sugar are proceeding.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 64
Acadia Sugar Refinery, extra granulated	8 64
Canada Sugar Refinery, extra granulated	8 64
Dominion Sugar Refinery, extra granulated	8 55
Yellow, No. 1	8 24
Special icing, barrel	8 84
Powdered, barrels	8 84
Paris lumps, barrels	9 24
Assorted tea cubes, boxes	9 24

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Soups And Marmalades Have Been Moved Up

Toronto.

SOUPS, MARMALADE, JAMS—There has been a general advance in the price of Campbell's soups, the range in price being from $1.80 to $1.90 per dozen, as compared with hthe former price of $1.65 to $1.75 per dozen. Snider's soups and sauces—Snider's catsup, 16-oz. size, is up 25c, and is now quoted at $3.50 per dozen; the 12-oz. remains the same at $2.35 per dozen, and the 8-oz. size has advanced 50c dozen to $1.95. Snider's chili sauce, 16-oz. size, is up 60c per dozen to $3.85, while the 8-oz. size is up 40c to $2.25. Snider's oyster cocktail in 16-oz. size is quoted at $3.85 per dozen, an advance of 60c, while the 8-oz. is quoted at $2.25, an advance of 40c. Salad dressing of the same brand has advanced $1 per dozen in both 16-oz. and 8-oz., now being quoted at $4.25 and $2.85 respectively. Snider's tomato soup has been increased 15c per dozen to $1.40. All marmalades have been advanced from 15c to 20c per dozen. Packed in boxes, the following are the prices that prevail: 8-oz., $1.40 dozen; 12-oz., $1.95; 16-oz., $2.45 to $2.50; 22-oz., $3.15 to $3.35; 2-lb. pails, $4.50; 4-lb., $8.75; 72's, individuals, 70c; 6 and 7-lb. pails, $14.25. All pure jams are higher in price by 15c dozen, bulk being 1c per pound higher; 4-lb. containers are up 3c, and 5-lb. containers up 4c. Gusto cereals have advanced 60c per case, and are now quoted at $3.45. Jelly powders have advanced 10c per dozen, and are now quoted at $1.05 dozen, with the usual allowances for quantities.

Soap Chips And Maple Products Higher

Toronto.

SOAP CHIPS, MAPLE PRODUCTS, EPSOM SALTS.—Dingman's soap chips are now selling at $5.50 per box of 50-lbs., an advance of 50c. In barrels these chips are quoted ½c per pound higher at 10½c. Guelph soap chips in barrels are now quoted at 8c and in 50-lb. boxes at $4.25. E. P. sauce has been increased from $1.45 to $1.70 per dozen. Klim milk in 16-oz. size has been advanced, and is now selling at $3.15 dozen, while the hotel size is selling at $28 dozen. Maple products have been advanced 10c to 15c dozen, maple butter in the 5-oz. size now being quoted at $1.35, an increase of 40c; the 8-oz. at $1.80 and the 16-oz. tins at $3 per dozen. In 5-gallon tins the price is $5.40; twelve-quart bottles at $3.50 case, 24-pint bottles at $4.50. and 24-quart bottles at $7 per case. La Franc castile soap is now quoted at $4.95 per box. and Cudahy's White Knight soap at $4.45 per box. an advance of 30c. Epsom salts have also been increased to 7½c per pound in kegs and 8c per pound in broken lots. Ocean Wave baking powder in 6-oz. size is now quoted at 95c, while the 16-oz. is quoted at $2.25.

Bulk Molasses Goes Up 1c To 7c Gallon

Toronto.

MOLASSES, SYRUPS.—Wholesalers during the week advanced the price of bulk molasses from 1c to 7c per gallon in certain instances. Fancy Barbadoes is now quoted at 80c to 82c per gallon.

and West India at 46c to 48c in barrels and half-barrels. These advances follow on the heels of the advances put into effect by the manufacturers last week, and which was noted in these columns. Cane syrups remained steady in price, as did also corn syrups. There has been a good demand for molasses with difficulty in getting shipments forward.

Corn Syrups—		
Barrels, per lb.	....	0 06½
Cases, 2-lb. tins, 2 doz. in case	....	4 60
Cases, 5-lb. tins, 1 doz. in case	....	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	....	4 80
Molasses—		
Fancy Barbadoes, gal.	0 80	0 82
West India, ½ bbls., gal.	0 46	0 48
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz.	....	4 25
Tins, 3-lb., table grade, case 2 doz.	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00

Prices On Salmon Expected To Open High

Toronto.

CANNED GOODS.—Wholesalers are expecting that the opening prices on salmon will be much higher than the opening prices of last year. The larger packers have not yet named their prices, but are selling subject to open prices. Some concerns have already quoted prices, which are $1 to $1.50 per case higher than last year, but these figures are not taken as the real criterion of what the market is likely to be from the larger packers. It is understood that the Government has guaranteed the packers a certain amount of tinplate, which will insure cans for a certain percentage of the pack at any rate. While this is the year of the big run, it is expected that the labor situation and the cost of raw materials will be more of a determining factor in prices than an abundance of fish. Demand for all canned goods has held up well. Prices remained steady.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb., talls	2 75	3 00
Alaska pinks, 1-lb. talls	2 40	2 45
Chums, 1-lb. talls	1 40	1 50
Pinks, 1-lb. talls	1 75	1 85
Cohoes, ½-lb. tins	1 45	1 50
Cohoes, 1-lb. tins	2 50	2 60
Springs, 1-lb. talls	2 40	2 75
Lobsters, ½-lb., doz.	2 75	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 15	2 25
Tomatoes, 3s	2 25	2 40
Peas, standards	....	1 35
Peas, early June	....	1 45
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	....	3 00
Corn, 2's, doz.	1 90	2 00
Pumpkins, 2½s	....	1 95
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	2 50	2 60
Pineapples, Hawaiian, 2s, doz.	2 35	3 00
Pineapple, Hawaiian, 1s, doz.	....	1 50

Dried Peaches And Prunes Have Advanced

Toronto.

DRIED FRUITS.—There has been an advance of 1c to 2c per pound in the price of dried peaches during the week. In California the peach crop for 1917 has all been sold, and there is every prospect that higher prices will prevail. In prunes there is very much the same position with the 1917 crop in the Santa Clara all disposed of at very high prices. The prune trust on the coast has control of the situation, and there are rumors afloat that higher prices can be expected. It is reported that the Peach Association at the coast have withdrawn prices for the present until it is possible to determine whether or not their sales of 1916 crop have exceeded the supply in warehouses. Conditions in the dried fruit market is one of firmness throughout.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	....	....
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 21	0 22
Patras, per lb.	0 22	0 23
Vostizzas, per lb.	0 22	0 23
Cleaned, ½ cent more.		
Australians, lb.	0 21	0 22
Dates—		
Excelsior, pkgs., 3 doz. in case	3 50	3 60
Dromedary dates, 3 doz. in case	4 25	4 60
Hallowee, per lb.	....	0 11½
Figs—		
Taps, lb.	0 05¾	0 06½
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25's, faced	0 13½	0 14½
40-50s, per lb., 25's, faced	0 13½	0 14
50-60s, per lb., 25's, faced	....	0 13½
80-90s, per lb., 25's, unfaced	....	0 11¾
Peaches—		
Choice, 25-lb. boxes	0 12	0 12½
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13½
Seedless, 16-oz. packets	0 15	0 16

Tea Prices May Go To Higher Level

Toronto.

TEAS.—During the week CANADIAN GROCER has put the question to leading tea authorities as to whether they think there will be any real famine in tea. The opinion prevails among those well informed that there is no prospect of an immediate famine. Stocks of teas in wholesalers' hands are low and in some cases nil. There is a fair quantity of tea on the way via the Atlantic and Pacific routes, which is estimated at about two-thirds the amount for normal requirements of trade for next three months. There is prospect of a still further reduction in shipping facilities owing to the curtailment of steamer service and lack of space. Rate of freight from Calcutta have advanced during the past week about 40 per cent., and is now equivalent to about 12c per pound. The war risk insurance has been increased by the British Government from three to five guineas, which represents about 2c per pound on the price of tea, making the landing cost 14c per pound for freight and insurance from Calcutta to Toronto. Freights from Colombo have advanced in the same degree and freights via Vancouver, according to cable, advice, have advanced 56 per cent. These conditions render impossible any easing of price locally so far as can be seen for at least the balance of the year. It is the opinion of the trade that very sensible advances are likely to take place as the actual shortage comes to be felt. It is not improbable that wholesale prices may advance considerably.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Chicory Prices Higher By 2c Pound

Toronto.

COFFEE, COCOA.—It is expected the supplies of chicory will be entirely bare of this market before the new crop comes in in November and December. Prices have risen 2c per pound as a result of the narrow limits of stocks. There has been a good demand for coffee, helped along in measure from the fact that tea is selling at high prices. There has been a continued good demand for cocoa, but prices for both coffee and cocoa remain unchanged.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Fairly Good Supply Of Cloves Coming

Toronto.

SPICES.—Importers report that the stocks of cloves available in London are fairly heavy, and that they have been able to get shipments forward without difficulty. One of the striking features is that they can be purchased 5c per pound cheaper through the London market than by purchasing in the New York market. Coriander seed is very firm, and is rapidly approaching the point where the demand is being shut off owing to the high price. This point has already been reached by carraway seed. There is practically no business being done in carraways. Demand for spices has been fair.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 40
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, white	0 38	0 45
Peppers, black	0 32	0 35
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 28	0 38
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	0 50	0 55
American high test	0 55	0 58

Shelled Peanuts Advance 2c Pound

Toronto.

NUTS.—An advance of 2c per pound was recorded in the price of shelled peanuts during the week, making the quotations now 16c. With peanuts in the shell, some wholesalers advanced their price 1½c for Jumbos, which makes the range of prices as high as 17c per pound. There has been a steadily upward trend in the market in the southern producing centres, principally because of the heavy demand for the armies of Europe. Importers of Brazil nuts have withdrawn quotations, as they are unable to get shipments through because of suspension of sailings from Brazil. Supplies of shelled walnuts are short, some importers refusing to sell any large quantities.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 12½	0 17
Brazil nuts, lb.	....	0 15
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 50	0 55
Walnuts, California	0 26	0 33
Peanuts, lb.	....	0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.	....	0 85

Texas Fancy Rice Up 75c To $2 a Hundred

Toronto.

RICE AND TAPIOCA.—Big advances have been recorded in all southern rices during the week, Texas fancy having scored advances ranging from 75c to $2 per hundred, the range being now from $9 to $10.50 per hundred pounds. Siam fancy has also advanced ½c per pound; Siam second is up a like amount; Japans and Chinese rices have also advanced ½c per pound. There have been big demands on rice stocks for the armies. Tapioca is in very firm market. The only place where stocks are available at present is on the New York market and to bring these goods into this market at present prices prevailing there would cost 17½c. The situation has been caused through the inability to get shipping. While wholesalers are still quoting at 12c to 12½c to the retail trade the actual cost from importers at the time of writing was 12c to 13c per pound.

Texas, fancy, per 100 lbs.	9 00	10 50
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	6 00	6 50
Japans, fancy, per 100 lbs.	7 00	8 00
Japans, second, per 100 lbs.	6 00	7 25
Chinese, per 100 lbs.	6 00	9 00
Tapioca, per lb.	0 12	0 12½

Lima Beans 2c to 3c Per Pound Higher

Toronto.

BEANS.—An advance of 2c to 3c per pound has been made effective on lima beans owing to the high prices prevailing in the primary market. The range of prices on limas is now from 16c to 18c per pound. Ontario beans have been moved higher also, and are quoted at $8.50 to $10 per bushel. Some fine samples of beans to be used as seed were sold as high as $14 per bushel. Rangoon beans are higher by 50c to $1.50 per bushel. California black eyes are also quoted higher.

Ontario, 1-lb. to 2-lb pickers, bu.	8 50	10 00
Rangoon, per bush.	7 00	8 50
Black eyes, Cal., bushel	....	5 70
Yellow eyes, bushel	7 75	7 80
Limas, per pound	0 16	0 18

Package Cereals Again Move To Higher Levels

Toronto.

PACKAGES.—Higher prices on package cereals again prevail, Robin Hood 18's being quoted 10c up at $1.70 per case. Robin Hood wheat is also higher at $5.80 per case for 20's and $6 per case for 36's. Krinkle cornflakes have been advanced to $2.85 per case, post toasties to $3.25, and grapenuts to $3 per case. There has been a good demand for cereals in boxes. Cornstarch and starches remained steady in price at the advances recorded last week.

Cornflakes, per case	2 35	3 40
Rolled oats, round, family size, case	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10½
No. 2, pound cartons	....	0 09½
Starch, 6-lb. packages, per lb.	0 09	0 12
In 1-lb. cartons	....	0 10½

Trout And Whitefish Are Quoted Lower

Toronto.

FISH.—On account of storms on the East and West coasts the supplies of fish have been somewhat limited during the week. Trout and whitefish reached the market in better supply, however, and were quoted 1c lower on whitefish and 3c down on trout. Indications seem to point to fairly good supplies of fresh lake fish during the coming week, when it is expected prices will be more reasonable. Cohoe salmon are up 1c per pound. Fresh tullibees are quoted at 10c per pound. Shrimps are about off the market now, although a few are still left that are quoted at $1.40 per wine gallon can.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	0 12	0 12½
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	1 60	2 00
Digby herring, bundle 5 boxes	1 10	1 25
Strip cod, 50-lb. boxes	....	4 50
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits 15 lbs.	....	2 25
FRESH SEA FISH.		
Crabs, per dozezn	....	1 00
Halibut, frozezn	0 16½	0 17
Chicken halibut, fresh, per lb.	0 15	0 15½
Halibut, medium, fresh, lb.	0 16½	0 17
Cohoe salmon (red), frozen	0 14½	0 15
Haddock, fancy, express, lb.	0 08	0 09
Steak, cod, fancy, express, lb.	0 10	0 11
Flounders, lb., frozen	0 09	0 10
Winkels, per bag	....	1 75
FRESH LAKE FISH.		
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	....	0 18
Trout, lb., fresh	....	0 17
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Do., fresh, lb.	....	0 10
Smelts, No. 1	....	0 12½
Shrimps—		
Wine gallon cans	....	1 40

Canadian Asparagus Has Reached Market

Toronto.

VEGETABLES.—Canadian grass asparagus reached the local market during the week, and was quoted at $2 per 11-quart basket. New beets in hampers show an inclination toward lower levels, being quoted 25c down in certain cases. Green string beans are also 25c lower than last week. There has been a big drop in Canadian hothouse cucumbers, the range being from $1.50 to $1.75 for an 11-quart basket as compared with $3.75 to $4.25 last week. California cauliflower are coming in larger quantities, and are quoted at $3 to $3.50 per hamper. New carrots in hamper are quoted as low as $2 per hamper, representing a 25c decline in some instances. Mushrooms are in better supply, and the price is lower. New Brunswick potatoes hold firm, with 15c quoted under last week in some cases. New potatoes from the Southern United States are selling from $3 to $4 a hamper. Florida tomatoes are lower by 75c to $1 per carrier at $4 to $4.50, with the prospect that they will be still lower next week. New turnips in hampers were down, and are quoted at $1 to $1.50 per hamper. Vegetables were in fairly good supply during the week.

Asparagus, Cal., case	3 00	4 50
Canadian grass, 11-qt. bkt.	....	2 00
Beets, bag	1 75	2 25
Beets, new, hamper	2 25	2 50
Beans, green string, hamper	2 75	3 25
Brussel sprouts, imported, qt.	....	....
Cucumbers, Can., hothouse, 11-qt. basket	1 50	1 75
Cucumbers, Florida, hampers, 6 doz.	....	3 50
Cabbage, hampers	3 00	5 00
Cauliflower, Cal., 10 to 15 in box	3 00	3 50
Carrots, bag	1 75	2 00
Carrots, new, hamper	2 00	2 25
Celery, Florida, half case	2 75	3 50
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
Cal. head lettuce, hamper	2 50	3 50
Mushrooms, 4 lbs.	2 50	2 75
Onions—		
Texas, 50-lb. box	3 25	4 00
Green, per bunch	....	....
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	4 35	4 50
Sweet Jerseys, hamper	....	....
New, hamper	3 00	4 00
Parsnips, bag	2 50	2 75
Radishes, hampers	1 25	1 50
Spinach, bushel hamper	....	2 25
Green peppers, doz.	....	1 00
Tomatoes, Flor., 6-bkt. carriers	4 00	4 50
Parsley, doz.	....	0 75
Watercress, doz.	....	0 30
Turnips, bag	0 75	0 90
Turnips, new, hamper	1 00	1 50

Pineapples Are Down And May Go Lower

Toronto.

FRUIT.—The fruit in which greatest interest is being manifested these days is pineapples. There was a decline of 50c per case during the week, with the prospect that they will be even lower by next week. Some 27,000 cases of Cuban pines and 44,000 cases of Porto Rican pines arrived in New York last week, and with shipments as heavy at this time of year as in normal years, there is every reason to believe that the fruit will be quoted at fully as good prices as in previous years. Heavy shipments of this fruit will reach the local market within the next two weeks, when the big season for pines is on. California lemons are down 25c per case, and strawberries at 5c to 7c per quart lower than last week.

Apples—		
Boxes, American	2 50	3 00
Bananas, bunch	2 25	2 75
Oranges—		
Cal. Navels	2 50	3 00
Grapefruit, Florida, case	4 75	5 50
Grapefruit, Cuban	....	4 50
Lemons, Cal., case	3 50	4 00
Messinas, case	3 50	3 75
Pineapples, Porto Rican	3 25	3 75
Cuban, case	3 00	3 50
Rhubarb, doz. bunches	1 00	1 25
Strawberries, 1-qt.	0 22	0 25

MANITOBA MARKETS

WINNIPEG, May 8.—Some candy manufacturers have announced advances in prices of about 10%. A number of products are moving to higher levels. Stocks of many lines are becoming low. Cocoanut is very scarce. The flour market has advanced to a new record high level. Canned goods are moving fairly well. The outlook is for continued high prices, unless this year's crops are unusually heavy. The cost of tin plate, lithographing, etc., runs from 50% to 100% over last year's prices.

Sugar Situation Difficult to Understand

Winnipeg.

SUGAR.—Conditions have been very peculiar during the past week, and even the men who are handling sugar find difficulty in understanding the situation. The week opened with Redpath's selling on a basis of $9; on Thursday, May 3, they advanced to $9.10, and St. Lawrence, who had been quoting $9.25, dropped to $9.10, putting these two refineries on the same basis. The Atlantic Sugar Refineries, Ltd., were selling on a basis of $9.25. The B.C. Sugar Refineries were temporarily off the market last week on account of a strike, which resulted in the demand falling, more or less, on Eastern refineries. It would seem from the way business came in last week, that the jobbers decided that the time had come to buy; most of them took advantage of the market. It was pretty well understood by most people, that the market had considerably strengthened. British and French commissioners at Washington have been impressing the American authorities with the necessity of providing ships, and it is expected that as a result, considerable tonnage which has been employed in the past for bringing cargoes of raw sugar to New York, will be diverted to other channels, and that the scarcity of tonnage will bring about higher ocean rates. The fact that the U.S. is now at war will make the war risk insurance higher. These are two important factors underlying present market. Retailers in the West apparently have not had proper appreciation of this underlying strength, for they have not bought so lightly for months. Apparently after buying heavily some weeks ago they have decided to hold off and await developments.

High Cost of Prunes

DRIED FRUITS.—Some idea of the way dried fruits are going can be gathered from the fact that a local broker sold prunes in Winnipeg this week on a basis for 90-100's for 13c. Retailers are paying in the neighborhood of 10c. to-day. Old crop peaches are practically off the market. It is obvious that apricots are going to cost retailers 22c.-25c. before very long, as sales are being made on this basis now. New crop comes in around August.

Dried Fruits—		
Apples, evap., 50-lb. boves, lb.	0 12½	0 13
Apples, 25-lb. boxes	0 13	0 13½
Apples, 3-lb. cartons, each	0 42	0 44
Pears, choice, 25's	....	0 13⅜
Apricots—		
Choice, 25's	....	0 23
Choice, 10's	....	0 24
Peaches—		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants—		
Fresh cleaned, half cases, Australian, lb.	....	0 22
Dates—		
Hallowees, 68-lb. boxes	....	0 12⅛
Fards, box, 12 lbs.	....	2 00
Raisins, California—		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10
3 crown, loose, 10-lb. boxes	....	0 10½
Figs—		
California cooking, 25's	....	0 09
Mediterranean, 33-lb. mats	....	0 08½
Prunes—		
90 to 100, 25s	0 09⅛	0 09¾
40 to 50, 25s	0 12	0 12½
Peels—		
Orange, lb., 7-lb. boxes	....	0 22½
Lemon, lb., 7-lb. boxes	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

CANNED SALMON.—It is announced that salmon prices will be announced by packers earlier this year than ever before, probably around the beginning of June.

Nuts Will Advance

NUTS.—It is stated that all grades of shelled or unshelled nuts are likely to advance, particularly French walnuts, which are selling in the primary market to-day on a basis of 49c. There is not likely to be an advance in the cost of Brazils, in fact, on account of the heavy crop, there is likely to be considerable decline.

Question What To Do With Rice

Winnipeg.

RICE.—Following the advance of 25% announced last week, millers withdrew their prices. Shipments on tapioca from Singapore are being held up indefinitely owing to shortage of tonnage. Some of the local jobbers are still in doubt what action to take regarding advances which have been put into effect by the millers. They seem afraid that something might happen between now and fall which would prevent them getting any of the rice contracted for.

Rice—		
Japan, ex. fancy		0 06
Japan, fancy		0 05¾
Japan, choice	....	0 04⅝
Siam, 50-lb. sacks, lb.	0 04½	0 04¾
Carolina, 100-lb. sacks	0 08¾	0 10
Ground rice, 10-lb. boxes, lb.	....	0 07⅛
Tapioca, lb.	....	0 09
Sago, lb.	....	0 08

Beans at $6.85; Few Being Offered

Winnipeg.

DRIED VEGETABLES.—For a long time the market has been going up, and stocks have been getting smaller. This condition goes on still. Very few beans can be obtained in Winnipeg. Because of the high prices being paid for beans today, it is very likely new crop beans will be rushed unduly, but the earliest that these can be expected is September. Lima beans continue to go up. A local wholesaler is offering hand-picked Manchurians at $6.85. Some houses have a fair supply of split peas at $7, and state they have at least enough to keep them going. They are asking $5.50 per bushel for whole peas.

Beans—		
Ontario hand-picked, bush.	....	7 50
Ontario, 3-lb. pickers, bush.	....	6 70
California Lima Beans—		
80-lb. sacks	....	0 15
Barley—		
Pot, per sack, 98 lbs.	....	4 75
Pearl, per sack, 98 lbs.	....	6 60
Peas—		
Split peas, sack, 98 lbs.	7 00	7 50
Whole peas, bushel	....	5 65

Maple Syrup Quotations

MAPLE SYRUP.—Jobbers are quoting new prices on Pride of Canada, and in the case of quarts, which is a big seller, the price has jumped, compared with last year, from $11.80 per case to $13 per case. Quotations are as follows: Gallons, $11; ½ gallons, $11.25; quarts, $13; quart bottles, $12.40; pints, $10.35.

Tried to Buy Tea In Western Canada

Winnipeg.

TEA.—Most Winnipeg wholesale houses bought heavily when it was seen that the market was going to touch high levels, consequently, the West is in pretty good shape and attempts, it is said, have been made by Eastern houses to buy tea locally.

Florida Tomatoes $7.00; Cucumbers Are Cheaper

Winnipeg.

FRUITS AND VEGETABLES.—Old cabbage which has been soaring of late, and which was quoted last week at $10-$12, can now be considered practically off the market, and the dealer will be dependent now on California products. There has been a decline in cucumbers of $1 per box; they are now quoted $5. Head lettuce from California declined to $1.25 per dozen, leaf lettuce dropped to 50c. per dozen. Sweet potatoes and bitter oranges are off the market. Washington rhubarb, which came on the market at $2.50 per box, is now selling at $2. Florida tomatoes are bringing $7 per case, and Mexican tomatoes $4 per case.

Manitoba potatoes, bushel	....	1 40
Celery, Cal., case	....	8 50
Cucumbers, box	....	5 00
Carrots, old, bushel	....	2 00
Turnips, old, lb.	....	0 02
Cabbage, Cal., lb.	....	0 12
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 25
Lettuce, leaf, doz.	....	0 50
Imported mushrooms	....	0 90
Parsley, imported, doz.	....	0 75
Peas, green, lb.	....	0 20
Spinach, lb.	....	0 15
Tomatoes, Florida, case	....	7 00
Tomatoes, Mexican, case	....	4 00

(Continued on page 43.)

FLOUR AND CEREALS

Flour Still On Firming Trend

Montreal.

FLOUR AND FEEDS.—At the time of writing while flour was still being quoted in Montreal at $15.10 per barrel for 1st patents, a further advance seemed almost inevitable for the wheat market was still strong, and apparently strengthening. The fifteen dollar figure for flour predicted by some market watchers months ago has arrived and is apparently being passed. No one is willing to predict now the heights to which flour may rise but there are opinions to the effect that there may be a reaction to slightly lower levels before harvest. Still it is said on the market that the old moderate seeming figures under ten dollars or so will not be seen again till after the war. Without precedent to guide, however, the views expressed are at best only the shrewd opinions of men whose daily touch with the markets keeps them alive to little indications that may mean much. Winter wheat has advanced in sympathy with Manitoba, and because there is not any too much of it, and here also the outlook is firm. Feeds appear now to have reached about the top of their market, and may show some signs of shading downwards as demand slackens now that cattle are getting out grass. But there will be plenty of strength to the feed market still for the condition of the flour market does not warrant any marked reductions in feeds. Montreal markets will reflect the tone of Boston markets as to feeds now to some extent, the consumption in that direction being considerable, and a factor in the general market.

	Car lots	Small lots
Manitoba Wheat Flour		
First patents	15 10	15 30
Second patents	14 50	14 70
Strong bakers	14 40	14 60
Winter Wheat Flour		
Fancy patents	13 50	13 80
95 per cent., in bags	6 50	6 65
Bran, per ton	43 00	45 00
Shorts	46 00	47 00
Special middlings	52 00	53 00
Feed flour	63 00	64 00
Feed oats, per bushel	0 90	0 95

Cereals Show The Firm Note Also

Montreal.

CEREALS.—The interesting feature of the cereal market is still rolled oats. These have advanced considerably, though the advance was long delayed. The situation now is that oats have risen to 2½ times their former price in pre-war days, and bulk rolled oats following closely in line with this rise have advanced considerably also. But the widely advertised package rolled oat products have been sold for so long at the familiar 25 cent figure that millers have not seen fit to advance the price of these goods in proportion to the bulk goods prices in fact making the bulk goods carry the package lines until normal conditions return. As a consequence package rolled oats are really about as cheap to buy as bulk at present, the principal package lines being at $4.50 now. Pearl Hominy has advanced now and quotes $6.25 per bag. Peas are $4.00 a bushel. Split peas $8.25 a bag.

Barley, pearl, 98 lbs.	6 50	7 00
Barley, pot, 98 lbs.	5 25	5 75
Buckwheat flour, 98 lbs.	....	5 00
Corn flour, 98 lbs.	....	5 25
Cornmeal, yellow, 98 lbs.	4 00	4 25
Graham flour, 98 lbs	....	7 30
Hominy, granulated, 98 lbs.	6 15	6 20
Hominy, pearl, 98 lbs.	....	6 25
Oatmeal, standard, 98 lbs.	....	4 30
Oatmeal, granulated, 98 lbs.	....	4 30
Peas, Canadian, boiling, bush.	....	4 00
Split peas	....	7 50
Rolled oats, 90-lb. bags	....	4 50
Whole wheat flour, 98 lbs.	....	7 30
Rye flour, 98 lbs.	....	5 00
Wheatlets, 98 lbs.	....	7 55

Manitoba Flour Up to $15 Barrel

Market for Cash Wheat Demoralized During Week—Very Little Sold—Ontario Flour Higher.

Toronto.

FLOUR.—Still higher prices prevailed for Manitoba and Ontario winter wheat flour. The former was increased to $15 basis per barrel in carlots and Ontario winter wheat flour reached $13.95 for high patents in car lots. The wheat market at Winnipeg was somewhat demoralized during the week as there was no No. 1 Northern wheat sold at all on Friday and Saturday and no quotations made on the options for May and July due to stoppage of options for those months. October options were the only ones dealt in during the two days in question. There was some No. 6 wheat sold on the days in question, but this is of low-grade quality. On Monday there were some transactions in No. 1 Northern cash wheat at Winnipeg at $2.86 per bushel. This compared with $2.95¾ on Thursday of last week, the high point for the week in review. Under the high price for flour demand has been very light. On Tuesday of this week No. 1 Northern cash wheat sold at Winnipeg at $2.90 per bushel. Up to the present week the demand for flour has been heavy but there is a noticeable drop in demand during the past few days owing to the very high prices. Deliveries of feed and flour from the West have much improved and Western milling concerns with Eastern connections are now able to ship almost all they desire. They are still about three weeks behind on orders, however, due to the transportation facilities within recent weeks.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	15 00	15 20
Second patents	14 50	14 70
Strong bakers	14 30	14 50
Ontario Winter Wheat Flour—		
High patents	13 95	14 25
Second patents	13 55	13 85

Corn Flour And Cornmeal Go Higher

Toronto

CEREALS.—An advance of 50c per sack has been recorded in the price of corn flour, hominy grits and pearl hominy during the week making the price of these commodities $5.25 per 98 pounds. Higher prices were also quoted on rolled oats in some quarters, the range being now as high as $5 per sack. Oatmeal has been advanced in a corresponding way. Yellow split peas have been increased from 50c to $1.50 per bushel in certain instances. There has been a fair demand for bulk cereals but high prices are operating to curtail consumption to a certain extent.

	Less than car lots	
Barley, pearl, 98 lbs.	6 75	8 00
Barley, pot, 98 lbs.	5 10	6 00
Buckwheat flour, 98 lbs.	5 25	5 50
Corn flour, 98 lbs.	....	5 25
Cornmeal, yellow, 98 lbs.	4 60	5 00
Graham flour, 98 lbs.	5 75	7 25
Hominy grits, 98 lbs.	....	5 25
Hominy, pearl, 98 lbs.	....	5 25
Oatmeal, 98 lbs.	4 80	5 50
Rolled oats, 90-lb. bags	4 25	5 00
Rolled wheat, 100-lb. bbls.	6 25	6 75
Whole wheat floflur, 98 lbs.	6 60	7 25
Wheatlets, 98 lbs.	6 80	7 50
Peas, yellow, split, bush.	9 00	10 00

Above prices give the range of quotations to the retail trade.

Bran And Shorts Advance $1 Per Ton

Toronto

MILL FEEDS.—Still higher prices prevailed for mill feeds during the week when an advance of $1 per ton was recorded on bran and shorts by some Ontario mills. Western mills are still quoting at the prices prevailing last week. Farmers are getting good prices for their products and there seems to be no hesitancy about paying the increase in prices. There has as a result been continued heavy demand for mill feeds of all kinds.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	43 00	45 00
Shorts	46 00	48 00
Special middlings	52 00	54 00
Feed flour	63 00	65 00
Ontario oats, No. 2 (nominal)	0 74	0 76
Manitoba oats, No. 2 (nominal)	....	0 88

Flour Nearly $15.00; *Rolled Oats* $4.00 80's

Winnipeg.

FLOUR AND CEREALS.—The past week has been the most exciting in the history of the flour business here. On Monday of last week the wheat market declined, and a drop of 50c per bbl. on first patents went into effect. The next day the market recuperated, and continued to go up at an alarming rate, with the result that on Tuesday an advance of $1.00 per bbl. went into effect, bringing the price to $14.40 per bbl. This makes a total advance, since we last went to press, of $1.60 per bbl. Conditions became such that the Winnipeg Grain Exchange and the Government got their heads together to put a stop to speculation, and it is practically decided that under new arrangements, the wheat market will be on a stable basis. Price for May wheat is 2.85. It is believed that this price will be established until new crop. Thus flour will become stable and be sold on a basis somewhere in the neighborhood of $14.40 per bbl. At the time of writing it was not known definitely what the Government and Grain Exchange were doing, but it was expected to be along these lines. During the past week rolled oats jumped to $4.00 for 80's being an advance of 30c per bag; while there is very little demand for packages, millers are beginning to see that they are worth more than $4.10 per case, and some are asking $4.50. New prices are quoted on cornmeal 98's and oatmeal 98's being $5.25 and $5.00, respectively. These new prices are due to advances in the corn and oat markets. Feeds have taken another jump, bran now being quoted at $38.00, shorts at $41.00, mixed chop at $53.00, per ton. It was really the advance in wheat which sent prices of feed up.

Flour—		
Best patents	....	14 40
Bakers	....	13 90
Clears	....	13 50
XXXX	....	11 30
Cereals		
Rolled oats, 80's	....	4 00
Rolled oats, pkgs., family size	....	4 50
Cornmeal, 98's	....	5 25
Oatmeal, 98's	....	5 00
Feeds		
Bran per ton	....	38 00
Shorts, ton	....	41 00
Mixed chop, ton	....	53 00

PRODUCE AND PROVISIONS

(Continued from page 46.)

Cheese.—Fodder cheese is coming in from the East and selling to the trade at 27c. There is also some local cheese coming on to this market, being quoted at 27-27½.

Hams		
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Light, lb.	0 29	0 30
Bacon		
Breakfast, per lb.	0 31	0 32
Breakfast, select, lb.	0 35	0 36
Backs, regular	....	0 30
Backs, select, per lb.	0 32	0 33
Dry Salt Meats—		
Long clear bacon, light	....	0 24
Backs	0 24	0 25
Barrelled Pork—		
Mess pork, bbl.	....	45 00
Lard, Pure		
Tierces	....	0 25½
20s	....	5 20
Cases, 5s	....	15 30
Cases, 3s	....	15 45
Lard, Compound—		
Tierces	....	0 19¼
Tubs, 50s, net	....	4 38
Pails, 20s, net	....	4 05
Butter—		
Fresh made creamery, No. 1 cartons	....	0 43
No. 1 storage	....	0 42
Fresh Eggs—		
New laids	0 34	0 36
Cheese—		
Ontario, large Sept	29 00	30 00
Ontario, large, fresh	0 27	0 27½
Manitoba, large, fresh	0 27	0 27½

WEEKLY GROCERY MARKET REPORTS

(Continued from page 41.)

Fruits—		
Oranges, navel, case	4 00	4 25
Lemons	5 00	5 50
Grape fruit	....	5 00
Malaga grapes, kegs	8 00	10 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.	....	11 00
Pears, Winter Nellis, box	....	4 50
Strawberries, Louisiana, case 24 pints	....	4 00
Bananas, lb.	....	0 05
Rhubarb, Washington, box	....	2 00
Pineapples, case	....	5 00

Halibut Easier 15c; *Whitefish Down to* 12c

Winnipeg.

FISH AND POULTRY.—Prices are somewhat easier on white fish, and dealers are quoting 12c per lb. to-day, although for small pieces they are getting 12½c. Fresh halibut is coming in much more plentifully, and it can be bought to-day at 15c per lb. All fish is plentiful, including fresh halibut and salmon. There will not be much new fresh fish until the lakes open up.

Whitefish	0 12	0 12
Salmon, frozen	....	0 15
Salmon, fresh	....	0 22
Halibut, fresh	....	0 15
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Mackerel, 0-lb. kits	....	3 00
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	....	1 50
Smelts, extra	....	0 23
Brook trout	....	0 35
Smoked fillets	....	0 17
Sea herring	....	0 07½

WORTH MANY TIMES THE COST

We could not do without this paper during such times as these, when prices are continually changing. We have saved ten times the price we now enclose to you and hope to be able to do the same thing during this year.

We know you have testimonials to spare but if this one is any good to you you may use it and welcome.

Yours truly,
R. N. Cox & Co.,
(Russell Cox.)
Morell, P.E.I.

WORKING FOR CO-OPERATION

Merchants and Business Men of Prince Albert, Sask., Form Get-together Club, to Boost Local Interests—Enthusiastic Co-operation Noted

With the idea of getting the whole section together in one general boosting campaign, and by so doing to remove any little causes of friction that might exist between city and country districts, the business men of the town of Prince Albert, Sask., recently formed a get-together club.

Some time ago there was a luncheon given, at which many of the reeves and municipal representatives of the surrounding rural districts were present. Some of the questions that were brought to the attention of this gathering were the improvement of the roads surrounding, the urging of the erection of an elevator in the town so that the grain from the section might be handled satisfactorily and with despatch, a railroad north of the town and a packing house were other things that were suggested as possibilities if there could be a unanimity of action of all those who were interested in the various improvements. A number of representatives discussed these projects, and there was a general feeling that the formation of this get-together club had gone a long way toward securing the bulk of the things desired.

That this get-together club might have its social as well as business side, that should assure the interest of young and old alike, there was arranged a monster dance. This dance was held in the Armoury, and was enthusiastically encouraged and aided by the officers and men of the 243rd Battalion stationed at Prince Albert.

Invitations to this great social event were sent out to all the people of Northern Saskatchewan, and the response was gratifying. There were upwards of 2,500 present, and among this number there were a very large number of persons from the outside sections present; it was estimated that fully 800 people from the surrounding country and villages took in the event.

It was generally felt that this effort on the part of the merchants of Prince Albert to encourage a good feeling between the country and city sections would unquestionably be for the vast betterment of the whole section.

A Whistle for the Grocer's Boy

A Western grocer found great trouble with his delivery, because of the long waits that were often necessitated, by the efforts of the delivery boy to attract the attention of the mistress of the house. The rap on the door is not a very effective method of attracting attention, the door bell scarcely better, for the bell may be far distant from the persons whose attention is desired. But a whistle, a good shrill whistle, will go anywhere. It is the best method yet discovered for getting a person's attention promptly. Try it yourself.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, May 8.—Flour has stiffened slightly, but price of loaf bread still stands at 10 cents a loaf. The price of sugar is unchanged and Manager Rogers, of the B.C. Sugar Refinery, says there is adequate stock on hand to meet demands even if strike continues for another week or so. Butter is firm and stocks are low, but prices are unchanged. Cheeses have advanced fractionally. There has been a heavy demand for lard the past week and prices after a slight advance for a day or so have dropped back to last week's quotations. Fresh eggs are very scarce despite fact there has been a spell of good weather and prices have advanced four cents the dozen. Potatoes are holding their own as regards prices. Choice seed potatoes are scarce. Apple stocks are low but there are offerings from Washington state. Oranges are selling well. Rhubarb is a glut on market. Strawberries are selling slowly.

VANCOUVER, B.C.—		
Sugar, pure cane, granulated, 100 lbs.	....	8 95
Flour, first patents, Manitoba, per bbl., in car lots	12 00	13 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, per ton	....	110 00
Beans, Japanese, per pound	....	....
Potatoes, per ton	....	65 00
Lard, pure, in 400 lb. tierces, per lb.	....	0 28½
Butter, fresh made creamery, lb.	....	0 49
Eggs, new laid, in cartons, per dozen	0 40	0 44
Cheese, new, large, per pound	....	0 29

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., May 8.—Since last report flour dropped one dollar per barrel but next day saw an advance of a dollar and ten cents, and sixty cents the following day. It is now $14.70 per barrel. Rolled oats are now quoted at $4 for 80 sacks. Sugar advanced 45c. on Thursday, jobbers bringing in Eastern sugar to help relieve the scarcity of Western caused by strike. Fels Naptha soap has advanced 50c. per case; advances on other brands are expected. All sealers have advanced 50c. per gross. Small white beans are now $11.50 to $12.50 per 100 lbs. Salmon sockeye, one pounds, are not quoted; half-pounds are $14 per case. Three-pound pails of lard are now $16.20 per case. Smoked meats are up one cent. Eggs are now $11 per case.

CALGARY		
Beans, small white, Japan, lb.	[illegible]	1 50
Flour, No. 1 patents, 98s, per bbl.		11 70
Molasses, extra fancy, gal.		0 77
Rolled oats, 80s		4 00
Rice, Siam, cwt.	5 20	5 30
Sago and Tapioca, lb.	....	0 09
Sugar, pure cane, granulated, cwt.	....	9 90
Cheese, No. 1 Ontario, large	0 27	0 30
Butter, creamery, lb.	....	0 45
Lard, pure, 3s, per case	....	16 20
Eggs, new laid, case	....	11 00
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 60	4 00
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 25
Salmon, finest sockeye, ½-lb. case	....	14 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 8.—Fine summer weather has been general throughout the province during the past few days and seeding is being rushed everywhere on account of the lateness of season. Wheat in one or two instances has been reported up. Wholesale business has been brisk with interest centering in flour, which shows another advance of $1.10 during the week. First patents are now quoted at $14.80 per barrel. Currants are now higher at 19c. per lb. in bulk. All tins of salmon show an advance this week. Some lines of jams are higher and an advance is expected in other lines. Eggs are higher and are firm at 36½c. per dozen. Butter remains stationary and cheese is quoted at 30c.

REGINA—		
Beans, small white Japan, bush.	....	7 50
Flour, No. 1 patents, 98s, per lb.	....	14 80
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	3 70
Rice, Siam, cwt.	4 35	6 00
Sago and tapioca, lb.	....	0 09¾
Bacon, smoked backs, lb.	....	0 50½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, granulated, cwt.	....	9 14
Cheese, No. 1 Ontario, large	....	0 30
Butter, creamery, lb.	....	0 40
Lard, pure, 3s, per case	....	15 10
Bacon, smoked sides, lb.	....	0 30
Bacon, smoked backs, lb.	....	0 28
Eggs, new laid	....	0 36½
Tomatoes, 3s, standard case	....	4 50
Corn, 2s, standard, case	....	3 75
Peas, 2s, standard, case	....	2 95
Apples, gals., Ontario	....	2 25
Strawberries, 2s, Ontario, case	....	5 15
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall, case	6 85	7 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24
Currants, bulk, lb.	....	0 19

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 8.—Prevailing high prices have had little effect on business condtions in New Brunswick. Wholesalers report a larger spring trade than usual, not only in money total, but in volume of goods handled. The anticipated drop in flour of 60c was followed by advances of $1.20 and 60c. during the week, making record prices with Manitoba first patents now selling at $16 and Ontario at $50.05 per barrel. The wheat market indicates a further advance is imminent. Granulated cornmeal shows an advance of 50c. to $9.75 per barrel, with ordinary up to $3.35. Rolled oats are now $9.75 per barrel. One line of package oats has advanced 50c. per case with the prospect that others will follow. Siam rice is now $6 to $6.10 per hundred pounds. Cheese is firmer at 28c. to 28½c. per pound. Butter is somewhat easier at 40c. to 43c. lb. Lard is higher, pure being quoted at 29½c. and compond at 22¼c. There has been a big advance in American clear pork, the price now being $53 to $55. Salmon chums are quoted at $5.25 to $5.50 per case. Domestic sardines have had a sharp increase of 90c., now being quoted at $5.65 per case. Prunes are quoted at 29½c. and compound at 22¼c. Evaporated apples are selling at 12½c. to 13c. lb. Dealers deny the Government estimate that there is a large surplus of potatoes in this province and predict that a great scarcity will prevail before the new crop is marketed. They are now selling at $7 per barrel, with very few being offered. Bermuda onions are quoted at $4 to $4.25 case, while Texas onions are selling at $4 to $4.50. Jams show an advance of 5 to 10 per cent. for pure and 10 to 15 per cent. on compound.

ST. JOHN, N.B.:		
Flour, No. 1 patents, bbls., Manitoba	....	15 00
Ontario	....	15 05
Cornmeal, gran., bbls.	....	9 75
Cornmeal, ordinary, bags	....	3 35
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.	....	9 75
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	9 00	9 10
Rice, Siam, cwt.	6 00	6 10
Sago and Tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 75	8 80
Bright yellow	8 55	8 60
No. 1 yellow	8 35	8 40
Paris lumps	10 00	10 25
Cheese, N.B., twins	0 28	0 28½
Eggs, new-laid	0 35	0 35
Roll bacon	....	0 28
Breakfast bacon	0 28	0 34
Butter, dairy, per lb.	0 40	0 45
Lard, pure, lb.	....	0 29½
Lard, compound	....	0 22¼
American clear pork	53 00	55 00
Beef, corned, 1s	3 00	3 60
Tomatoes, 3s, standard case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ontario, case	....	5 00
Raspberries, 2s, Ontario, case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums	5 25	5 50
Sardines, domestic, case	....	5 65
Cream tartar	0 48	0 51
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 12½	0 13
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon	0 26	0 27
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 50	4 80
Fresh Fruits and Vegetables—		
Apples, Oregon, box	....	3 50
Lemons, Messina, box	4 00	4 50
Lemons, Cal., box	4 00	4 50
Oranges, Cal., box	3 50	4 00
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	....	7 00
Onions, Bermudas, 50-lb. crate	4 00	4 25

PRODUCE AND PROVISIONS

Hogs Go Higher Shortening Up

MONTREAL.—In the provision market this week the tone is steadily firm, and hogs live and dressed showed an upward tendency in price. Live hogs were quoted at $17.85 to $18.00 per hundred pounds. Dressed were quoted at $24.00 per hundred pounds, the lower quotation of last week being eliminated by the gathering strength of this market. The outlook is still towards firmer prices, until some news of the new production in the country is available. Lard continues scarce and firm in price. Shortening is higher due to the firmness of market for cotton seed oil. Dry salt meats this week show a slight advance over prices previously quoted.

Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 28	0 28½
Backs—		
Plain	0 31	0 33
Boneless, per lb.	0 33	0 34
Bacon—		
Breakfast, per lb.	0 31	0 32
Roll, per lb.	0 25	0 26
Dry Salt Meats—		
Long clear bacon, ton lots	0 23	0 24
Long clear bacon, small lots	0 23½	0 24½
Fat backs, lb.	0 22	0 23
Cooked Meats—		
Hams, boiled, per lb.	....	0 41
Hams, roast, per lb.	....	0 45
Shoulders, boiled, per lb.	0 35½	0 36½
Shoulders, roast, per lb.	0 36	0 36½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27
Tubs, 60 lbs.	....	0 27
Pails	....	0 27½
Bricks, 1 lb., per lb.	....	0 28½
Shortening—		
Tierces, 400 lbs., per lb.	0 20¾	0 21
Tubs, 50 lbs.	0 21	0 21¼
Pails, 20 lbs., per lb.	0 21¾	0 22
Bricks, 1 lb., per lb.	0 22	0 22¼

Poultry Market Is Rather Quiet

Montreal.

POULTRY.—The market for poultry is steady at about the same general tone as last week's reports indicated. There is not a great deal of live poultry coming on to the Montreal market at present. Fat hens command the same prices as were quoted last week, that is, from 25 to 28 cents per lb. There is likely to be a steady demand for storage poultry for some time now, and stocks are reported in good shape.

Poultry (dressed)		
Chickens, milk-fed, crate, fattened, lb.	....	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	25
Turkeys (old toms, dressed, lb.	....	0 32
Turkeys (young)	....	0 33

Eggs Show A New Firmness of Tone

Montreal.

EGGS.—Eggs have gone firmer in the country during the past week, and some dealers found prices going as high as from 37 to 38 cents a dozen on the farm. Other buyers reported at least as high as 36 cents in their directions, and the result is advanced prices to the retailer this week as will be noted. There has arisen a considerable demand for eggs for export to Britain, and business is being done in this direction. Good prices are offered, and the effect of the export call has been to firm the market. The outlook is for firmer conditions even with productions slowly improving, for domestic demand keeps pace with production, and only higher prices can check domestic demand. This check has been operating more noticeably now across the border, but from Chicago comes evidence of quite a diminution of egg stocks as compared with previous years, the figures being as follows: May 1, 1914, 46 houses had in storage 1,077,000 cases; May 1, 1915, 53 houses had stored 1,810,000 cases; May 1, 1916, 56 houses had stored 1,427,000 cases, while at May 1 this year, 1917, 56 houses in Chicago had stored 1,239,000 cases of eggs. Against this reduced figure the higher prices prevailing are set as reducing demand also. Demand is said to be down about 25 per cent. at least, while prices have advanced fully 50 per cent. as compared to last year at this time. In fact on May 7 last year eggs were quoted in Montreal at 22 cents, while this year on May 7 they were quoted at 41 cents. Arrivals of eggs for the week ending May 5, 1917, in Montreal were 14,577 cases. For the corresponding period last year the figures were, 21,103 cases. Prices to retailer are as under and may be firmer by time of publication.

Eggs		
New laid	0 40	0 41

Butter Showing More Firmness

Montreal.

BUTTER.—There has been a further tone of strength to the butter market in the country, the St. Hyacinthe Board recording 42 cents which is over a cent higher than last week, in fact one and a half cents higher. The cows are still not to any great extent able to take to the new grass as the pastures have been rather soft up till very lately. Good production is however predicted by those merchants who have been in touch with the farm situation. There is practically no more storage creamery butter in prints available now, and fresh made are showing the firmness of tone as will be noted by the quotations below. Arrivals of butter in Montreal for the week ending May 5 were 5,760 pkgs. as compared to 6,293 pkgs. for the corresponding period last year. Increased production is hoped for as demand is coming up more strongly.

Butter—		
Creamery prints (fresh made)	0 44	0 44½
Creamery solids (fresh made)	0 43	0 44
Dairy prints, choice, lb.	0 37	0 38
Dairy, in tubs	0 33	0 34
Bakers	0 30	0 31

The Firm Note Is Found In Cheese

Montreal.

CHEESE.—There is a period of 'watchful waiting' on now in the cheese market in the country. The decision of the Commission appointed to look after the buying of surplus make for export is awaited. It is felt, too, that the price ideas of the Food Controller in Britain in respect to cheese have a strong bearing on the situation. For the present prices as quoted last week apply still to the market of interest to the retailer in Canada. Arrivals of cheese in Montreal for the week ending May 5 were 13,223 boxes as against 16,174 boxes for the corresponding period last year. Greater production is looked for, and probable, but prices are likely to be firm.

Cheese		
Large (new), per lb	0 27	0 27½
New twins, per lb.	0 27	0 27½
Triplets, per lb.	....	0 27½
Stilton, per lb.	....	0 29
Fancy, old cheese, per lb.	....	0 32

Maple Product Is Not Too Plentiful

Montreal.

HONEY AND MAPLE.—While honey maintains its market quietly and at the same quotations as those of previous weeks, the maple product, both syrup and sugar shows every indication of firmness. This has been a peculiar season for maple products, since the farmers have continued production for longer than usual under weather conditions which have been favorable at intervals and varied at best. Depth of snow in some districts discouraged production which might have been very profitable if pursued, for the indications are towards a further scarcity of maple product this year than prevailed last year, but the product is very much better quality as a rule.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	....	0 13

Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins	....	0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 131 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.	0 14	0 15

Shortening Up; Meats Advance

Higher Price of Cottonseed Oil Caused Advance in Compound Lard—Live Hog Arrivals Not Heavy.

Toronto

PROVISIONS.—There was a generally firmer tendency in compound lard and shortening during the week, an advance of 1½c per pound having been recorded in some instances, which makes the range from 21½c to 22¼c per pound. There has been a good demand for shortening in spite of the high prices. There has been a generally upward tendency in meat products, hams having advanced 1c, backs a like amount and bacon is also up 1c per pound. Dry salt meats are ½c pound higher. Barrel pork has shown steadily higher prices during the week, an advance of $1 per barrel in mess pork and $2 on short cut backs having been recorded. Demand for meats has been good. Live hogs held steady in price with quotations remaining at those of last week

Hams—		
Medium, per lb.	0 30½	0 32
Large, per lb.	0 26	0 28
Backs—		
Plain	0 35	0 37½
Boneless, per lb.	0 36	0 39
Bacon		
Breakfast, per lb.	0 32	0 40
Roll, per lb.	0 27½	0 28
Wiltshire bacon, per lb.	0 31	0 34
Dry Salt Meats—		
Long clear bacon	0 25	0 26½
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 42
Hams, roast, per lb.	0 41	0 44
Shoulders, roast, per lb.	0 36½	0 41
Barrel Pork—		
Mess pork, bbl., 200 lbs.	46 00	48 50
Short cut backs, bbl., 200 lbs.	48 00	52 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26½	0 27
Compound tierces, 400 lbs., lb.	0 21½	0 22½

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—		
Dressed, abattoir killed	23 50	24 50
Live, off cars	17 25	17 40
Live, fed and watered	17 00	17 25
Live, f.o.b.	16 00	16 25

Creamery Solids Up 1c to 2c Pound

Toronto

BUTTER.—There was a firmness in the butter market during the week owing to the comparatively light supplies that have been arriving so far. Creamery solids show an advance of 1c to 2c per pound. Heavier production has not been started as the grass in the country districts is yet too short to afford much pasture. Until the cattle are able to get on the new grass the production of milk will remain normal. With the starting of quite a number of cheese factories during the past month there has been a heavier demand for milk for cheese-making. This has helped to further decrease the amount of milk available for butter. Butter should under ordinary conditions be easier in price at this time of the year.

Creamery prints, fresh made	0 44	0 45
Creamery solids	0 41	0 42
Dairy prints, choice, lb.	0 38	0 41
Dairy prints, lb.	0 36	0 37½
Bakers	0 28	0 35

Eggs Advanced 2c During Past Week

Toronto

EGGS.—Owing to the fact that commission men are putting some eggs into storage and to the fact that production is not as heavy yet as had been expected the price of eggs has been on the firm trend during the week with a 2c advance recorded. With the continued unfavorable spring weather, the hens have not been able to get out and get the proper sort of pickings and exercise. There is still an element of uncertainty in the market among commission men as to whether it is advisable to place eggs in storage in any considerable quantity. Some are refraining from entering this field while others are putting away a goodly number.

Eggs		
New laid, cartons	....	0 42
New laid, ex-cartons	....	0 40

Uncertainty Prevails Over Price of Cheese

Toronto

CHEESE.—There is an atmosphere of uncertainty as to what the future holds for cheese. In some quarters it is felt that the new purchasing commission will name a lower price for cheese than that now prevailing which will really fix the market price for cheese. The opinion is expressed that these prices might be 5c to 6c per pound lower than those now prevailing. In the face of this condition commission men have been marking time. There have been some offers for sale at the cheese boards but there have been no buyers. Old cheese is practically cleaned up in the market. There has been a firmness in the market for new cheese during the week and prices were ½c higher, even in the face of the uncertainty that prevails over the future.

Cheese—		
New, large	0 27½	0 29
Old, large	0 28½	0 29
Stilton	0 28½	0 30

Live Hens Are Higher By 2 to 3c

Toronto

POULTRY.—Due to the scarcity of the number of hens now reaching the market there has been a firmness in this class with a consequent advance of 2c to 3c per pound, the price which commission men are now paying being from 22c to 25c per pound. Owners of hens are evidently holding on to them for egg production at this time of the year. There is very little poultry of any kind coming to the market. Although a few turkey gobblers reached the market some time ago they have not been arriving in as large numbers as they are expected to later. Spring chickens have not been coming during the week as the cold weather has interfered with their development. With a stretch of a few nice days it is expected they will soon be in larger supply.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 22	0 25
Hens, fresh, dressed, per lb.	0 20	0 24
Turkey goblers, dressed, fresh	....	0 24
Spring chickens, live, lb.	....	0 45

Prices are those paid at Toronto by commission men.

Maple Sugar In With Fair Supply Syrup

Toronto

MAPLE SYRUP, HONEY.—Some maple sugar is being offered in the market this week, the price being from 17c to 18c per pound. This is high price comparative with other years, when the price was usually around 14c per pound. Supplies of maple syrup reaching the market have not been heavy, practically none having come in from the Ontario maple groves. Quebec is relied upon almost entirely for stocks this season. There was a slightly firmer tendency in the syrup during the week, the range being up as high as $1.80 per Imperial gallon. Honey is in very quiet market with firmer prices for any stocks that still exist.

Honey—		
Clover, 5 and 10-lb. tins	0 13½	0 15
60-lb. tins	0 13	0 13¾
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	1 75	1 80

Hogs Fluctuating; Eggs Still High

Winnipeg.

PRODUCE AND PROVISIONS. — Hogs jumped again to 16c last week, but declined to 15.75 at the week end. The deliveries were comparatively light, with keen local and outside demand. Packers are looking for heavier deliveries this week, when country roads will be better, and farmers will be taking out their stocks before going on to the land. Provision prices are all firm; the same can be said of lard and shortening. In comparison with prices in U.S., where stocks were accumulated at considerably lower prices than here, even Winnipeg advance list is low. Local houses are looking for still further advance. Last week pure lard jumped ¼c, making the basis for tierces 25½c; shortening went up ¾c, to 19¼c. Eggs.—Deliveries were somewhat heavier last week, but in the face of this, prices advanced. Wholesalers were paying 34-35c for straight receipts, cases returnable, delivered Winnipeg, price to city dealers was 36c. Local houses are looking for heavier deliveries during next three weeks, and anticipate lower prices. Much depends on Chicago and Eastern Canada. Butter.—Fresh made has been coming along a little more freely. Wholesalers are buying creamery at 40½-41c for No. 1 Government graded stock. Storage stocks are nil.

(Continued on page 43.)

Armour's QUALITY PRODUCTS

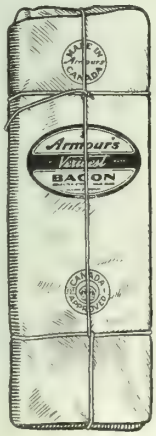
Made in Hamilton

If **"Made in Canada"** means anything to you, then know that the Armour Line is made in Hamilton, Ontario. We employ Canadian labor—we are helping to build up Canadian industry.



Armour's Veribest

TRADE MARK



"Veribest"—That word is a superlative. It means that the Oval Label, as shown above on

HAMS, BACON, LARD, SAUSAGE

and a host of other products, is indicative of the very best quality and absolute purity. If the **Very Best** is your standard, then "Armour's Veribest" is your line.

A big collection of store signs and advertising material is at your service. Ask the Armour Salesman or write us direct.

ARMOUR AND COMPANY

HAMILTON, ONTARIO, CANADA

1431

The New Breakfast Food



Dutch Tea Rusks

They are **appetizing, wholesome,** and **nutritious,** containing **eggs** and **milk.** Quickly prepared, and easily assimilated.

Packages are **attractively labelled,** and lend themselves to **displays,** both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered



Royal Shield Goods are the kind you want



Quick selling quality is characteristic of every product bearing the Royal Shield trade mark.

Profit and Prestige in large quantities result to the grocer who steadily features the Royal Shield brand of goods.

Dealers not already acquainted with the selling merits of these popular lines should connect with us immediately.

Our splendidly located houses enable us to give the trade the promptest and most satisfactory service possible.

A glance at our list of branches below will show you that we are located in all the largest cities of the West, so that no matter where your store may be we can supply you and give you absolute satisfaction.

Write the branch nearest your store.

We'll do the rest.

Campbell Bros. and Wilson, Limited

IMPORTERS AND WHOLESALE GROCERS

WINNIPEG, CANADA

BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer. Campbell, Wilson & Miller, Ltd.—Saskatoon.
Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current,



We give you this handsome Show Case free!

Here is an unusual offer, a money-making offer no wide-awake Grocer can afford to miss.

To make the selling merits of O-Pee-Chee Chewing Gum still better known to the Trade, we offer this good-looking display case absolutely free with every order of 15 boxes of O-Pee-Chee Gum (assorted flavors), at $9.75.

The price of a box of gum at the regular rate is 65c. The retailer, therefore, makes a profit of $5.25 on his investment—more than 50%—*and the case free!*



O-Pee-Chee Chewing Gum is a big seller and a sure profit maker

The free Show Case will enable you to display your stock attractively and get the first sale over. After that the rest is easy. O-Pee-Chee goodness will appeal to every customer—sales will be steady all day and every day.

Three Popular Flavors—Spearmint, Peppermint, Licorice.

Send that order now and get our handsome display case working for you. If your wholesaler can't supply you, send us his name with your order.

O-Pee-Chee Gum Co.

Limited

LONDON CANADA



Get Ready!

It's time NOW to Push Liquid Veneer

62% Profit ON Your Investment

Send for FREE Advertising Matter and give it a good display.

Buffalo Specialty Company
Buffalo, N.Y., U.S.A.
Bridgeburg, Ont, Canada

Bowes

TRADE MARK

YOUR SECURITY OF PURITY



A Reliable Seller

because —

once a customer samples the excellent flavor and superior quality of **Bowes' Worcestershire Sauce**, she becomes a **permanent** buyer of this well-known brand.

Steady sales and a good margin of profit are assured.

THE BOWES COMPANY, LTD.
TORONTO, ONT.
Winnipeg,
St. John

Write us for samples of

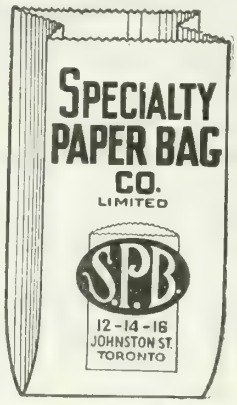
S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confectionery Bags
Spice Bags
Peanut Bags
Jelly Bags
Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.
Department G
12-14-16 JOHNSTON STREET TORONTO, CAN.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

A Pleasure to Sweep With

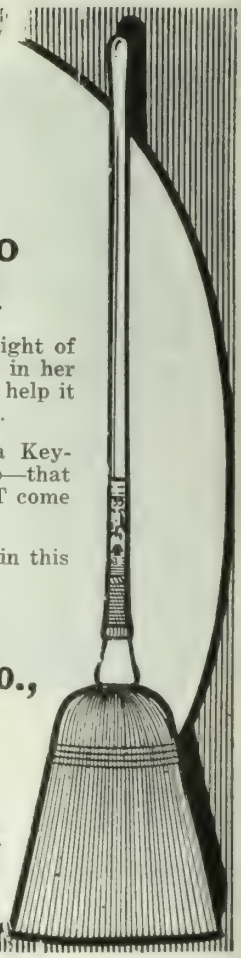
Let your customer feel the weight of the "Keystone" Nugget Broom in her hands. She will realize what a help it will be on a big day's sweeping.

Then assure her that, being a Keystone, it has got the quality, too—that is, the fine green corn will NOT come out or turn over at the ends.

Profit and satisfaction for you in this line.

Write for Prices, etc.

Stevens-Hepner Co.,
LIMITED
Port Elgin, Ont.



The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.

Have you tried

WETHEY'S ORANGE MARMALADE?

It has made a hit.

A neat little seller for your window and counter displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

Feature Malcolm Milk Products regularly during the warm weather months







The outing season is coming. Camping and Picnicing will be the order of the day, and the convenience of these delicious Canadian-made Milk Products will appeal to everybody.



Keep a display constantly before your customers' notice. Suggest the suitability of Malcolm's for every outing trip. Tell your customers, too, that these are the **Only All-Canadian Milk Products on the market.**

Freight charges paid up to 50c per 100 lbs., and 5-case lots delivered to any part of Ontario, Quebec or Maritime Provinces.

The Malcolm Condensing Co., Limited
ST. GEORGE, ONTARIO
"The Only Canadian Milk Company."

If any advertisement interests you, tear it out now and place with letters to be answered.



GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

Without a stock of Furnivall's your jam sales are sadly handicapped. No other line appeals so tellingly to the discerning jam user because no other line possesses such apparent deliciousness and pleasing quality.

Why not test Furnivall selling value through a window display?

FURNIVALL-NEW, Limited
Hamilton, Canada

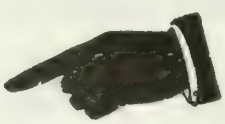
Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy.

Cleans Scours and Polishes Baths Sinks and All Enamel Ware.



Mr. Merchant:



Note the name and the package.

You will stock this line some time. Why not now?

Manufactured by
THE B & L MFG., CO. Ltd. - SHERBROOKE.



These Bird Products will bring new customers

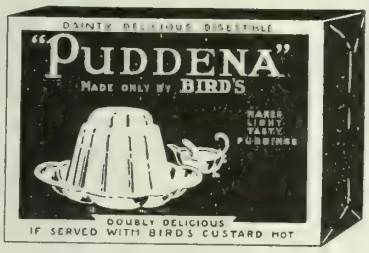
Now sold in 5c packets, as well as the regular 15c size. Bird's Custard Powder is also sold in an attractive lithographed tin, at 35c, which makes a very handsome package.

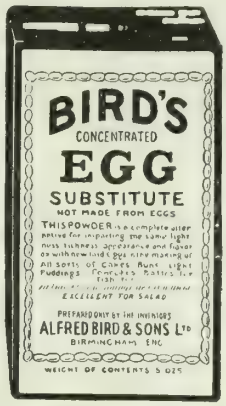
Bird's Spongie makes a very fine jelly roll (sometimes called Swiss Roll), a very beneficial article. Once your customers know Bird's Spongie they will buy it often.



Bird's Egg Powder is the original egg substitute. There are many worthless imitations. Give your customers the best. This package sells for 20c.

Bird's Puddena, like Bird's Spongie, is comparatively new in the Canadian market. Before long you will consider it a staple, for it finds instant favor.





Bird's Lemonade differs greatly from the many so-called "Lemonades" on the market. The powder is the extract of pure lemons and is packed in glass jars, beneath the lithographed carton. Nothing to deteriorate or become rancid, no tin to corrode through coming in contact with acids. A pure, wholesome merchandise you will be glad to sell.



MADE BY

ALFRED BIRD & SON

Birmingham, Eng.

Sales Agents for Canada:

Harold F. Ritchie & Co.

10 McCaul Street

TORONTO

WASTE PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

Made in 12 sizes, $22.50 up.

Bale your waste paper, cardboard, etc., it's worth far more per ton than coal, besides it helps to keep down the price of new paper.

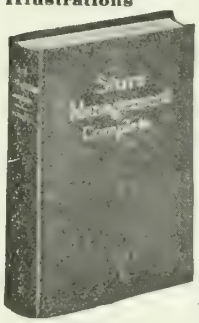
Write for Catalog and Prices.

CLIMAX BALER CO.

Burton St., Hamilton, Ont.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

If any advertisement interests you, tear it out now and place with letters to be answered.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

Bacon

"Star" Brand English Breakfast Bacon as sent out by us is the result of over sixty years of experience in the Curing of Good Bacon. It has no superior for delicious quality. Just try it yourself and you will be able to tell your customers so.

Made under Government Inspection.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0.95	$0.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb	13.60	13.35
5-lb.	22.35	21.90

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs. ..... .65
6-oz. Tins, 4 doz. to case weight 25 lbs. ..... .90
8-oz. Tins, 4 doz. to case, weight 35 lbs. 1.30
12 oz Tins, 4 doz. to case, weight 48 lbs. 1.60
16-oz. Tins, 4 doz. to case, weight 65 lbs. 2.25
3-lb. Tins, 2 doz. to case, weight 85 lbs. 5.00
5-lb. Tins, 1 doz. to case weight 75 lbs. 9.50

DOMINION CANNERS, LTD. JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.

	Per doz.
Blackberry	$2.40
Currant, Black	2.50
Plum	2.30
Pear	2.30
Peach	2.30
Raspberry, Red	2.50
Raspberry and Red Currant	2.40

DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.
2-lb. tins, 2 doz. case $4.10
5-lb. tins, 1 doz. in case 4.70
10-lb. tins, ½ doz. in case 4.40
20-lb tins, ¼ doz. in case 4.25
Perfect seal glass jars in the case 3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 80c. or with Sauce, 4 doz. to case	$0.90
1's Baked Beans, Plain, 4 doz. to case	.95
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.15
1's Baked Beans, Chili Sauce, 4 doz. to case	1.15
2's Baked Beans, Plain, 2 doz. to case	1.60
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1.85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $2.45 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, $3 doz.; 3's, Chili Sauce, $3 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1.60
12-oz. Glass, Screw Top, 2 doz. in case	1.80
16-oz. Glass, Screw Top, 2 doz. in case	2.30
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2.30
2's Tin, 2 doz. per case	3.20
4's Tin, 12 pails in crate, per pail	.59
5's Tin, 8 pails in crate, per pail	.72
7's Tin or Wood, 6 pails in crate	.94
14's Tin or Wood, 4 pails in only, per lb.	13½
30's Tin or Wood, one pail crate, per lb.	13½

BLUE

Keen's Oxford, per lb. ....
In 10-lb. lots in case ....

CEREALS

WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2.70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2.70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2.70
Health Flour, 5-lb. bags, per doz.	3.60
King's Food, 2 doz. to case, weight 95 lbs.	5.50
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4.50
Wheat Kernels, 2 doz. to case	2.70

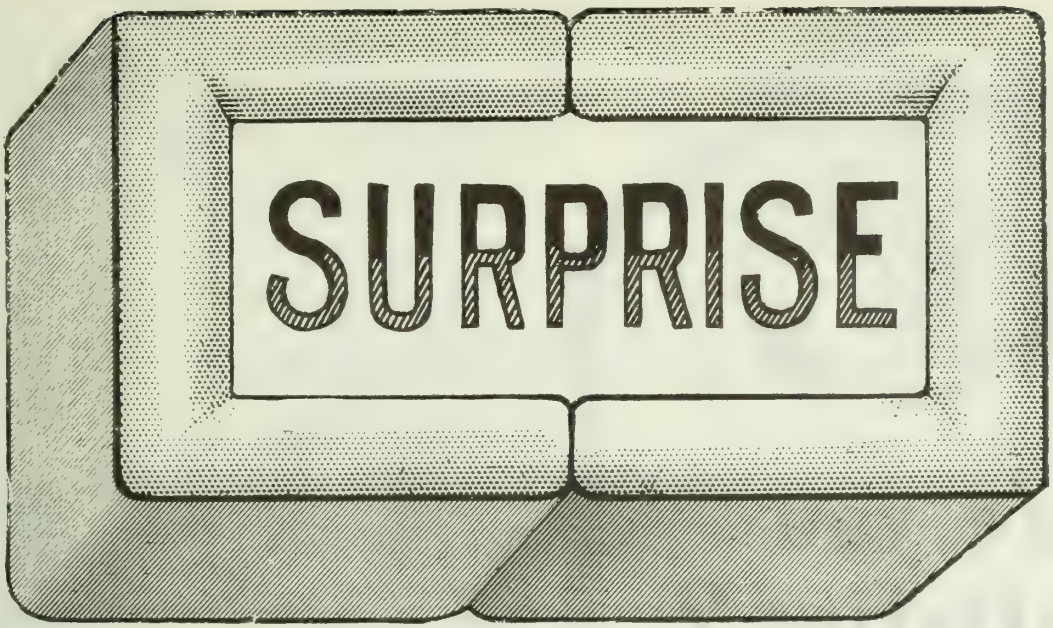
COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	$4.50
Perfection, ½-lb. tins, doz.	2.40
Perfection, ⅓-lb. tins, doz.	1.25
Perfection, 10c size, doz.	.90
Perfection, 5-lb. tins, per lb.	.37
Soluble, bulk, No. 1, lb.	.23
Soluble, bulk, No. 2, lb.	.21
London Pearl, per lb.	.25

(Unsweetened Chocolate)

Supreme Chocolate, ½s, 12-lb. boxes, per lb.	.36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1.80



AMONG the products of Canadian factories there is no article today whose trade name stands higher in the esteem of the public than "SURPRISE" soap.

And why?

The answer is very simple. It is, that for over a quarter of a century the standard of quality of "SURPRISE" has been continuously maintained. No one ever bought a cake of "SURPRISE," and found that it wasn't as good as those he had bought on previous occasions.

Isn't that a record worth having?

THE ST. CROIX SOAP MANUFACTURING CO., Limited
ST. STEPHEN, N.B.

MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES



Are you satisfied?

Is your stock of canned sea foods pulling the kind of results that keeps your cash drawer filled? Or do they seem to lack the qualities that mean steady, continuous sales and spell "profit" and bigger business?

BRUNSWICK BRAND SEA FOODS

give mutual satisfaction to dealer and customer. Their quality is guaranteed by the most careful selection and the most modern equipment.

Stock "Brunswick Brand" for Bigger Winter Fish Sales. Order from this list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Bros., Limited
BLACK'S HARBOR, N.B.



Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	**Per lb.**
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections.	**Per doz.**
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 35
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 35
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. bxs.,	
Chocolate ginger, 5-lb. bxs.,	0 40
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 95
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can.
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD.
CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each, 24 cans	5 65
Jersey Brand, Hotel, each 24 cans	5 65
Peerless Brand, Hotel, each 24 cans	5 65
St. Charles Brand, Tall, each 48 cans	5 75
Jersey Brand, Tall, each 48 cans	5 75
Peerless Brand, Tall, each 48 cans	5 75
St. Charles Brand, Family, each 48 cans	4 90
Jersey Brand, Family, each 48 cans	5 00
Peerless Brand, Family, each 48 cans	5 00
St. Charles Brand, small, each 48 cans	2 40
Jersey Brand, small, each 48 cans	2 40
Peerless Brand, small, each 48 cans	2 40

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, each 24 cans	5 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 36

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	$ 1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 00
8 oz. bottles, per doz., weight 14 lbs.	6 00
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	21 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, $2.75; 1s, $3.50; 2s, $9; 6s, $34.75; 14s, $68.00.

Roast Beef, ½s, $2.75; 1s, $3.50; 2s, $9; 6s, $34.75.

Boiled Beef, 1s, $3.50; 2s, $9; 6s, $34.75.

Jellied Veal, ½s, $2.75; 1s, $3.50; 2s, $7.

Corned Beef Hash, ½s, $2.

Beefsteak and Onions, ½s, $2.75; 1s, $3.50; 2s, $9.00.



ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada: Harold F. Ritchie & Co., Limited 10 McCaul St., TORONTO

The pleasant-to-take ounce *of* prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

Don't stock—but sell it. Show it in your counter and window displays.

J. C. Eno, Limited, "Fruit Salt" Works

LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

FIXTURES FOR SALE

Formerly owned by McNamara Co. A complete stock of fixtures for an up-to-date store, consisting of:
35 feet of counter shelving and glass show cases to run around entire fixture; original cost $1,400. Several silent salesmen, shoe settees, cash carrier system, clothing racks, meat slicers, cheese cutter, electric fixtures, computing scale, Bowser oil tank (5 bbls.), stock tables, office safe, cash register, typewriter, adding machine.
Also other fixtures required for an up-to-date store.
No reasonable offer refused.
Terms if desired.

SMITH & CHAPPLE, LIMITED
CHAPLEAU, ONTARIO

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

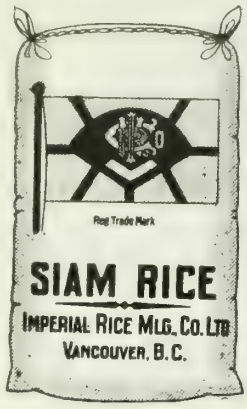
Technical Book Department

143-153 University Avenue, Toronto.

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.



There's good profit in Grape Juice

But to get the utmost out of the coming summer demand you should stock

BARNES

the Pure Concord Grape Juice

that pleases the cultured taste.

Get your stocks in order for the hot weather sales.

The Ontario Grape Growing and Wine Mfg., Company

ST. CATHARINES, ONTARIO

Cambridge Sausage, 1s, $3.00; 2s, $5.50.

Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.00; 1s, $3.00; 4s, $20.00.

Sliced Smoked Beef, glass, ¼s, ..; ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.50.

Ham and Veal, ½s, $2.

Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken; Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.

Ox Tongues, Glass, 1½s, $12; 2s, $14.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clarke's Peanut Butter — Glass Jars, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz., —

Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2.15.

Individuals, 80c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.50.

Individuals, 90c doz.

Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.50. Individuals, 90c doz.

Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.

Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.

Clark's Chateau Chicken Soup, —

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.15.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.15.

Sphaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITED

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre, cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz. pts., doz.	1 30
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 20-tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 38
Victoria, ch. 90 lbs., lb.	0 28

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins, lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEENE'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O.

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 0 90
List Price	

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho. dredge. Per doz
Allspice	$0 48	$0 90
Arrowroot, 4 oz, tins, 90c.	....	....
Cayenne	0 48	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 48	0 90
Cinnamon whole, 5c. pkgs., window front, 45c.	....	....
Cloves	0 48	0 90
Cloves, whole, 5c. pkgs., window front, 45c.	....	....
Curry powder	....	....
Ginger	0 48	0 90
Mace	1 25	....
Nutmegs	0 48	0 90
Nutmegs, whole, 5c pkgs., window front, 45c.	....	....
Paprika	0 48	....
Pepper, black	0 48	0 90
Pepper, white	0 52	0 95
Pastry spice	0 48	0 90
Pickling spice, window front, 90c.	....	....
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

Strawberries

Arriving daily. Quality very fine.
24 full quart boxes to crate.
Prices Lower.

TOMATOES

Floridas, 6 basket crates Fancy hard, ripe. Prices very reasonable. Big Sellers.

Pineapples arriving in prime condition. Lower prices.

Southern Beans, Cucumbers, Carrots, New Texas Bermuda Onions.

Also

All Kinds Fresh Domestic Vegetables arriving daily.

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.
Established 1861

Fresh Fruits and Vegetables
in abundance

No more short supplies

Pineapples, Tomatoes, Cucumbers, New Potatoes, Celery, Lettuce, Apples, Asparagus, Oranges, Lemons, Bananas, Texas Onions, etc.

Our Price List gives you prices and and full market news each week, mailed to any responsible dealer.

WHITE & CO., LIMITED
TORONTO and HAMILTON
Wholesale Fruits and Fish
Largest in the line.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the

NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD



means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO

Ask Us For

Wrapping Papers

10,000 Rolls and Reams

and

Twines

Very large assortment.

Walter Woods & Co.

Hamilton and Winnipeg

INDEX TO ADVERTISERS

A

Ackerman, H. W. 12
Anchor Cap & Closure Corp. 14
Armour & Co. 47

B

Babbitt's Cleanser 8
Bain, Donald H., Co. 11
Benedict, F. L. 64
Bird & Son, A. 53
Betts & Co....Inside back cover
Borden Milk Co. 1
Bowes Co. Ltd. 50
B. & L. Manfg. Co. Ltd. 52
Buffalo Specialty Co. 50

C

California Packing Corpn... 15
Campbell Bros. & Wilson .. 48
Cane, Wm., & Sons 62
Channell Chemical Co. ....
Inside front cover
Clark, W., Ltd. 5
Climax Baler Co. 53
Cockburn, F. D. 10
Connors Bros. 56
Commercial Underwriters . 64

D

Denault Grain & Prov. Co. 13
Direct Supply Assoc. 64
Dominion Salt Co. 8
Dominion Canners, Ltd. ... 18

E

Eckhardt, H. P., & Co. ... 59
Elliot, W. F. 12
Eno, J. C., Ltd. 57
Escott, W. H., Co. 11
Eureka Refrigerator Co. .. 17

F

Fairbank, N. K., Co., Ltd... 52
Fearman, F. W., Co. 54
Freeman, The W. A., Co. .. 54
Furnivall-New, Ltd. 52

G

Gagne, G. 13
Gillespie, Robert, & Co. ...11-47
Grant, C. H. 10
Griffin & Skelley 13

H

Hamblin-Brereton Co., Ltd.. 12
Hargreaves, Canada, Ltd... 8
Harper Presnail Cigar Co., Ltd. 17
Horne, Harry, Co. 12
Hop Malt Co. 64

I

Imperial Rice Milling Co.. 58

J

Japan Tea Co. 16
Jarvis, S. J., & Co. 47

K

Kearney Bros. 20
Knox Co., Chas. B. 4

L

Lambe, W. G. A., & Co.... 12
Lemon Bros. 61
Lever Bros. 55
Lalonde, A. 12

M

Magor, Son & Co., Ltd. ... 20
Malcolm Condensing Co. .. 51
Mann, C. A., & Co. 64
Marsh Grape Juice Co. ... 60
MacLure & Langley, Ltd. .. 12
McCabe, J. J. 61
McWilliams & Everist 61
Millman, W. H., & Sons ... 12
Moore & Co., Benjamin ...
Inside front cover

N

National Cash Register Co. of Canada, Limited 9
National Licorice Co. ....
Inside back cover

O

Oakeys 64
Ontario Grape Growing & Wine Mfg. Co. 58
O-Pee-Chee Gum Co., Ltd... 49
Oury, Millar & Co. 47

P

Patrick, W. G., & Co. 6, 7, 12
Perry, H. L., Co. 10
Pennock, H. P., & Co. Back cover
Pullan, E. 64

R

Red Rose Tea Co. 19
Regina Storage & Forwarding Co., Ltd. 10
Rock City Tobacco Co. ....
Front cover
Rose & Laflamme, Ltd. 13

S

Sarnia Barrel Works 64
Scott-Bathgate Co., Ltd. ... 10
Smith, E. D., & Son 3
Smith & Proctor 53
Smith & Chapple, Ltd. 57
Specialty Paper Bag Co. .. 50
Spratts .... Inside back cover
Star Egg Carrier & Tray Mfg. Co. 8
Stephenson-Blake 57
Stevens-Hepner Co., Ltd. . 50
Sunset Soap & Dye Co., Inc. 15

T

Tanguay, A. T., & Co. 13
Taylor & Pringle 51
Thompson, G. B., & Co. .. 11
Thum, A. & O. 64
Tippett, A. P. 13
Trent Mfg. Co. 64
Toronto Butchers' Supply. 64
Toronto Salt Works 64
Turgeon, E. 13

W

Walker, Hugh, & Son 61
Walsh, Martin M. 12
Washington's, Geo., Coffee. 60
Watson & Truesdale 11
Webster, W. R., Co. 2
Western Canada Flour Mills Co., Ltd. 4
Wetheys, J. H., Ltd. 51
White & McCart 12
White & Co. 61
Whittemore Bros. Corp. 2
Woods, Walter, Co. 62

After Spending millions of dollars, the N.C.R.

has decided to discontinue its gigantic direct-by-mail advertising department, and has sold its mailing equipment. It has done this in favor of open advertising in the Trade and Business Press, because, according to its own statement, it has found the press has brought better results and secured more sales than the company's direct-by-mail advertising. So in future the N.C.R.

will concentrate in the Trade and Business Press

THE advertisement reproduced to the right contains the N.C.R.'s official declaration of policy. An extract from this advertisement is as follows: "This is the big message the N.C.R. wishes to place before the greatest number of people at the earliest possible date. In order to do this it has abandoned direct-by-mail advertising of its machines to 1,600,000 probable purchasers in the United States and Canada, and has sold its mailing equipment in favor of open advertising in the trade press, financial papers, magazines and newspapers solely because the latter have brought better results and secured more sales than the former."

Important Decision in N.C.R. Advertising

NOTWITHSTANDING the impending war, the National Cash Register Company sees and feels that retailers throughout the entire country are face to face with a period of increased sales.

It is time right now for all store managers to plan for quicker service, greater protection and lower operating cost if they intend to get the greatest profit out of the coming expansion of trade.

This is the big meessage the N. C. R. Co. wants to place before the greatest possible number of people at the earliest possible date. **In order to do this it has abandoned direct-by-mail advertising of its machines to 1,600,000 probable purchasers in the United States and Canada, and has sold its mailing equipment in favor of open advertising in the trade press, financial papers, magazines and newspapers solely because the latter has brought better results and secured more sales than the former.**

The present Complete N. C. R. Department Store Equipment is fast being recognized as a standard outfit and will give a maximum of efficiency, speed, safety and economy—which is precisely what will be needed by retailers who intend to gather the fullest profits of the bigger business that is now directly ahead. Full details on request.

The National Cash Register Company
Dayton, Ohio, U.S.A.
Offices in all the principal cities of the world

This deliberate utterance and decision have been made after millions have been spent in trying out the best methods of selling. No other firm in the world has surpassed the N.C.R. in its advertising and selling enterprise. It had a very hard problem to solve. It did pioneer work in its own particular field of objective and effort. It had the best minds and the best organization possible to sell its product. And always its customer was a man in business—a distributor—in the aggregate about 1% of the public. So direct methods naturally looked necessary and economical; less direct methods looked wasteful and costly. But now, after years of sternest and most enlightened striving, and after millions upon millions have been spent, the N.C.R.

has abandoned direct-by-mail advertising

and has burned its bridges by selling its mailing equipment. Not only has it done this, but it comes out openly, before all the world, and declares its decision. By so doing it leaves its former methods to competitors if haply competitors care to use them. And at the same time, the N.C.R. gives freely to all others seeking the favor of distributors the costly results of its own experience: it says that if any manufacturer or other class of firm wants the attention and favor of retailers and distributors generally, this attention and favor can be won best, quickest and cheapest by using the business and public press, and class publications.

—this must impress you

If any advertisement interests you, tea age and keep with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent. Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

FOR SALE

GROCERY BUSINESS, ESTABLISHED 10 years—best equipped store south of Montreal. Stock and fixtures about $3,500, including soda fountain, only one in town; annual turnover $17,000. Business situated in richest farming district of Eastern Townships, on the border between Canada and the United States; an exceptional opportunity to add a line of fresh meats and fish; no meat or fish market in town. Will sell or lease property. Other business, reason for selling. Apply Daly Grocery Co., Stanstead, P.Q.

GENERAL STOCK — ABOUT $8,000 — DRY goods, groceries, boots and shoes—in the Village of Thedford, County of Lambton; clean, well assorted; business established forty years; has splendid connection with best class customers; attractive opportunity for buyer wanting a good going concern, with steady, profitable trade; owner retiring; stock lists at St. Mary's and Thedford. Apply Dicksons' Limited, St. Mary's.

KLIM
SPELL IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM
FOR ALL COOKING WHERE MILK IS NEEDED
CANADIAN MILK PRODUCTS, LIMITED
TORONTO

Try MANN & CO. for
FANCY POULTRY
Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

Make your genuine but strictly temperance
Lager Beer
at home with pure
Hop Malt Beer Extract
Agents wanted—no license necessary. Write for particulars and terms.
HOP-MALT COMPANY
Dept. 52. Beamsville, Ontario

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH
WELLINGTON
JOHN OAKEY & SONS LIMITED LONDON, ENGLAND.
AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET. - - TORONTO

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods
Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for Washing Clothes Without Rubbing
2,000,000 users
Direct Supply Association
509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

BARRELS
(The best shipping package.)
We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

In your Locality

are many

Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S

DOG CAKES,

Puppy Biscuits

and

Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.

VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

B 46

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY

MONTREAL

WESTERN CANADA

To Manufacturers:

Are you getting your share of Western business?

Never has the demand been greater for Canadian products of standard quality.

Owing to business expansion we would welcome a further addition of desirable shippers to our list.

An old-established connection with the wholesale trade in the West, and a very efficient selling organization, place us in a position to offer you unexcelled facilities for marketing your products.

The season is advancing. Don't delay.

Correspondence solicited.

H. P. PENNOCK & CO., LIMITED

WHOLESALE GROCERY BROKERS

MANITOBA SASKATCHEWAN Head Office WINNIPEG, Manitoba ALBERTA WESTERN ONTARIO

Representing The Canadian Salt Co., Limited; Atlantic Sugar Refineries, Limited; Lea & Perrins, etc.

IN THIS ISSUE—REPORT OF SASKATCHEWAN R.M.A. CONVENTION

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, MAY 18th, 1917 No. 20

BENSON'S

CELEBRATED

Corn Starch



Canada's Standard for over half a century.

The name BENSON is a guarantee of the best there is in Corn Starch.

"Silver Gloss" Laundry Starch

—the favorite in the homes for more than fifty years.

Push these summer sellers

Circulation of Canadian Grocer has been audited by Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.

SYRUPS are ADVANCING

You no doubt know that Syrups are advancing, but

Crystal DIAMOND Syrup

is still obtainable at the old price

Anticipate your requirements on this line at once

For the present we can guarantee prompt delivery

The Finest Table Syrup on the Market

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size, color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use—stating QUANTITIES —We will give you BEST QUALITY—BEST DELIVERY—BEST PRICES

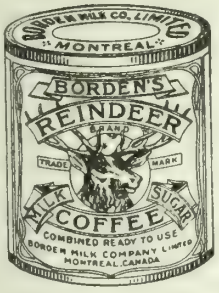
BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

Borden Milk Products will bring you splendid opportunities for good and lasting sales during the present season







Casual customers invariably become regular customers where Borden Milk Products are concerned, particularly during the warm weather weeks when their convenience and utility appeal to all.

A window display of Borden's will put you in line to cash in on their country-wide popularity. And the profit these Canadian-Made Leaders will give you will make the effort exceedingly worth while.

Replenish your stocks now and prepare for bigger Borden business.







BORDEN MILK COMPANY, LIMITED

"Leaders of Quality"

MONTREAL **Branch Office, No. 2 Arcade Bldg., Vancouver**

If any advertisement interests you, tear it out now and place with letters to be answered.

The greatest selling force of all

AS every grocer knows by experience, the big sellers are always those lines with a reputation for quality. In vanilla extracts it is

Shirriff's
True Vanilla

When this product has for thirty years held the confidence and approval of Canadian women, and is now going stronger than ever, why take chances on extracts that have not stood this test?

Shirriff's is 50 per cent. stronger than the Government standard demands, according to the Pure Food Act. It is the purest of the Mexican bean. Put this household favorite on your shelves. It's a money-maker.



Imperial Extract Co.
TORONTO

FINEST CRYSTAL GELATINES
Powdered and Sheet
FINE LEAF GELATINE
BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.
SOLE AGENTS FOR CANADA
F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Once Tried, Always Used

When people find out how easily they can clean water-closet bowls with ***Sani-Flush,*** they become regular users.

Sani-Flush



keeps the bowl snowy white and free from odor. No dipping of water or scouring is required.

Remind each customer whose home is equipped with plumbing to take a tin of ***Sani-Flush*** home and try it. After you once get it into the home, you will have a steady customer for ***Sani-Flush.***

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Increase your Summer Profits!



When the sultry summer days arrive, be prepared to sell your share of the people's favorite household beverage—

E.D.S. Grape Juice

The Natural Concord Flavor of this delightful Canadian-made temperance drink appeals to everybody. "Repeats" are the order of the day and good profits are absolutely assured.

Stock up now and let the people know you carry this quality line.

E. D. Smith and Son, Limited

WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

N. C. R.

—A system that makes money by saving money

5—By protecting your accounts

The amount of profit you get out of your business depends upon the way your money is handled when goods are sold. No man should do what a machine can do better.

The new National Cash Registers protect your money and accounts—the vital parts of any business.

They protect each clerk against errors and force him to charge for all goods sold on credit.

They record each transaction as it occurs —the date, the clerk's initial, the amount, the nature of the transaction.

These records are made instantly. They are permanent. They are universal—machine-like the National Register does not forget a single transaction.

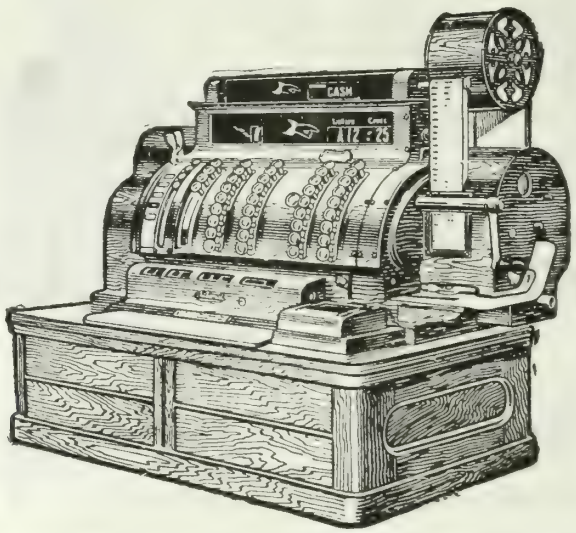
No one but yourself has access to the ac counts which these machines print automati ally—the records which show every sale, cas or credit, all money, paid in or paid out.

Now is a good time to install one of ou machines which make money by safely pr tecting your money and accounts.

This is but an incidental part of the wor they perform.

Write us to-day—we will gladly give yo full information.

The National Cash Register C
of Canada, Limited
Christie Street - - Toronto, Ontar



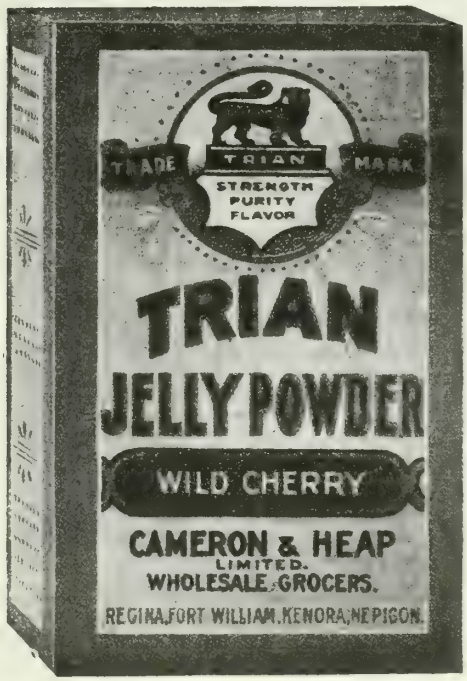
If any advertisement interests you, tear it out now and place with letters to be answered.

SASKATCHEWAN RETAILERS

TRADE TRIAN MARK
STRENGTH
PURITY
FLAVOR

ARE YOU SATISFIED WITH THE SERVICE YOU ARE GETTING?

If not, there's a reason



Successful Retailers Handle Lines That Repeat—Lines Which Possess
STRENGTH — PURITY — FLAVOR

You will find all these essentials in TRIAN GOODS

MANUFACTURED AND SOLD BY

CAMERON & HEAP, LIMITED

SASKATCHEWAN HOUSES

SWIFT CURRENT REGINA PRINCE ALBERT

If any advertisement interests you, tear it out now and place with letters to be answered.

General Merchants!

Take advantage of this unusual offer and secure a good slice of extra profit



AN ASSORTED TRIAL SHIPMENT OF

Moore Paints

AT

A Special Price

There's a demand for Moore's Quality Paints in every community. Turn it to good account by writing for one of these trial shipments and letting your customers know you sell Moore's.

Profit for you. Satisfaction for them.

Benjamin Moore & Company, Limited, West Toronto

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. MONTREAL

WASTE PAPER BALERS



ALL STEEL CLIMAX FIREPROOF

Made in 12 sizes, $22.50 up.

Bale your waste paper, cardboard, etc., it's worth far more per ton than coal, besides it helps to keep down the price of new paper.

Write for Catalog and Prices.

CLIMAX BALER CO.

Burton St., Hamilton, Ont.

You should be represented on the Manufacturers' Agents Page of Canadian Grocer.

It will pay you to investigate. Write for rates and particulars to-day.

Canned Meats



FOR SUMMER TRADE



Ox Tongues in All Sizes,
Beef Steak and Onions,
Compressed Corned Beef,
Roast Beef, Boiled Beef,
Potted and Devilled
Meats, Stewed Kidney,
Irish Stew, Boneless Pig's
Feet, English Brawn,
Soups, Pork and Beans.

Spaghetti with Tomato Sauce and Cheese.

Peanut Butter, etc., etc.

ALL SELLERS.

W. CLARK LTD. **MONTREAL**

Clark's

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East. Winnipeg

Tell the Advertiser where you saw his Advertisement.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. **"Always on the job."**

Storage Distributing Forwarding



WESTERN REPRESENTATION

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East, WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

C. & J. JONES
WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage Storage Distribution

G. B. Thompson & Co.
Wholesale Commission Broker and Manufacturers' Agent.

We can handle a few more good lines. Storage Warehouse and Transfer Track.

WINNIPEG
Established 1898

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

Boutilier's "Golden"
Finnan Haddies
Also
Herring in Tomato Sauce
SOMETHING NEW —
"Golden" Lobsters in ½ lb. flats. Nothing better on the market.
GEO. ADAM & CO.
410 Chamber of Commerce
WINNIPEG

C.H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:
YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and
YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than* $50,000 to produce, but it sells for

ONLY $10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES

in

GOOD DEMAND

What have you to offer?
Get in touch with us at once.

WHITE & McCART, LIMITED
Fruit Brokers and Distributors
TORONTO - - ONTARIO
'Phone Main 2319
Reference: Dominion Bank, Toronto, Ont.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
TORONTO WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

W. H. Millman & Sons
TORONTO
Wholesale Grocery Brokers

We have some California Raisins that we can offer at slightly lower price than can be imported.

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.

We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

Loggie, Parsons & Co.
Merchandise Brokers and Manufacturers' Agents
Grocery and Drug Specialties.
"We cover Canada 3 times a year."
32-34 Front Street West
TORONTO - ONTARIO

The Costliness of Man-time

HOWEVER necessary it may be to employ flesh and blood salesmen to sell your merchandise to farmers, you cannot possibly overtake all your prospects by this method alone. It would bankrupt you.

You must employ the method of influence and persuasion known as Modern Advertising. By this means you can make known what you have to sell to **all** farmers **everywhere, simultaneously.**

Suppose you cannot afford to use all the farm papers, and are looking for one having **national** circulation. This **one** medium is

The FARMER'S MAGAZINE

This should impress you: **The Farmer's Magazine** is the best produced farm paper in Canada—3-color covers, fine illustrations, good paper, good typography and printing, and most important of all, the best edited. A sample copy will convince you.

If the farmer is your customer, use **The Farmer's Magazine.**

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

This Space is Yours For $2 On Yearly Order

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

Why You Should Feature KING GEORGE'S NAVY



King George's Navy brings trade for Garden Seeds

Once the men know you handle KING GEORGE'S NAVY—the popular chew—they will come into your store regularly, and you'll have an excellent chance to sell them in other lines.

Your stock of garden seeds will sell better if you get the men coming in for their weekly supply of KING GEORGE'S NAVY. Get your stocks displayed.

Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

Don't hide the fact that you sell

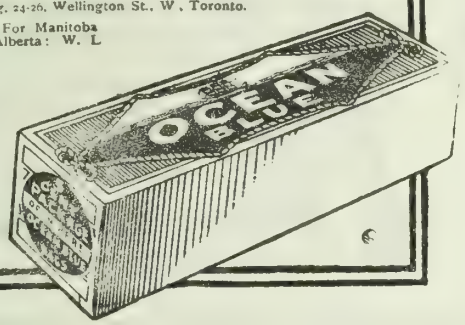
OCEAN BLUE

You never know how many sales you may have lost until you keep it prominently placed. Keep good stocks, and

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.

Western Agents: For Manitoba Saskatchewan & Alberta: W. L Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary & Edmonton. For British Col. and Yukon: Creeden & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.





Chuck full of customer satisfaction

When your customer passes over her five cents for her first purchase of BABBITT'S CLEANSER you can count upon selling her many more cans in the future, because the size of the can, backed by the unbeatable service this cleanser gives will convince her that it is a decidedly good buy. And there's still another selling appeal to help you move your stock quickly—**we give premiums for the trade-marks.** So that you can stock Babbitt's, secure in the knowledge that they never collect dust—they move too quickly.

Agents:

WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

From coast to coast Royal Acadia Sugar is a household favorite

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

Wherever good cooking is done there you will find Royal Acadia in high favor.

Dealers can confidently recommend any carton, bag or barrel of sugar bearing the Royal Acadia trade-mark. For it's all quality—

EVERY GRAIN PURE CANE.

Suggest it to your particular trade. Its goodness will give unstinted satisfaction. And the profits are worth having.

The Acadia Sugar Refining Co.

Limited

Halifax - Canada

Have you tried

WETHEY'S ORANGE MARMALADE?

It has made a hit.

The New Breakfast Food



Dutch Tea Rusks

They are **appetizing, wholesome,** and **nutritious,** containing **eggs** and **milk.** Quickly prepared, and easily assimilated.

Packages are **attractively labelled,** and lend themselves to **displays,** both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

A tip-top Canadian-made Sauce for quick summer selling

Your particular customers will find in

Royal Salad Dressing

a delicious goodness that makes it particularly adapted for summer use.

A couple of dozen bottles will give you a good idea of how well Royal Salad Dressing sells. And there's a good profit on every sale. Order to-day.

HORTON-CATO MFG. CO.
Windsor, Ont.

Furnivall's FINE FRUIT PURE JAM

Most people recognise the name "Furnivall's" as indicating the choicest and best in fruit jams.

To the grocer selling them it means even more—quick, heavy and satisfied sales that always repeat.

Stock up.

FURNIVALL-NEW, Limited

Hamilton, Canada

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon** — Mowat & McGeachy. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

Cleans Scours and Polishes Baths Sinks and All Enamel Ware.



Mr. Merchant:

Note the name and the package.

You will stock this line some time. Why not now?

Manufactured by

THE B & L MFG., CO. Ltd. - SHERBROOKE.

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 15 cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

A Prisoner in Germany

—a Canadian interned at Ruhleben, the famous German internment camp—was permitted to be transferred to Switzerland. From this country he writes his story of Ruhleben Camp—a live, human story of intensest interest. Read it in

MACLEAN'S MAGAZINE *for* May

ALWAYS MACLEAN'S MAGAZINE contains articles of a class you'll find in no American magazine—articles *Canadian* in theme and staging. MACLEAN'S goes in for articles, biographies and stories that make Canada and Canadians better known and better loved by its own people. This is its big and worth-while mission, and this is why it should possess *your* favor to a pre-eminent degree.

In the May issue of MACLEAN'S, in addition to the remarkable article announced above, are the following notable features:

Successful Canadians Living in New York

This article is one of a series dealing with Canadian-born men who have won fame or fortune or both in New York City—and there are many such. Mighty good reading of an intensely interesting and unusual sort.

German Plotting Against Canada in the U. S. A.

By Agnes C. Laut

Miss Laut has a knowledge of German plots and intrigues at once amazing and accurate, and her revelations are positively startling. She writes fearlessly and with her accustomed vigor.

Sunshine in Mariposa

By Stephen Leacock

This is a comedy by Canada's master humorist. Extremely amusing and clever is this play. Leacock grows better all the time.

Short Stories

By Arthur Stringer, Hopkins Moorhouse and Mary Gaunt

These stories are Canadian in their background and are **good**. **MacLean's** is doing a very meritorious work in developing and introducing new Canadian writers and writers on Canada.

Two Good Serials

By Sir Gilbert Parker and James B. Hendryx

Parker's story is entitled, "Jordan is a Hard Road," and Hendryx's, "The Gun Brand." They are rousing stories told by masters of the craft of writing and story-telling.

Besides There is the likable Review of Reviews Department, in which the best things appearing in the current periodicals of the world are condensed for busy readers. So **MacLean's** becomes a most appealing and satisfying magazine. It is unlike every other magazine, and no other magazine serves Canadians so well.

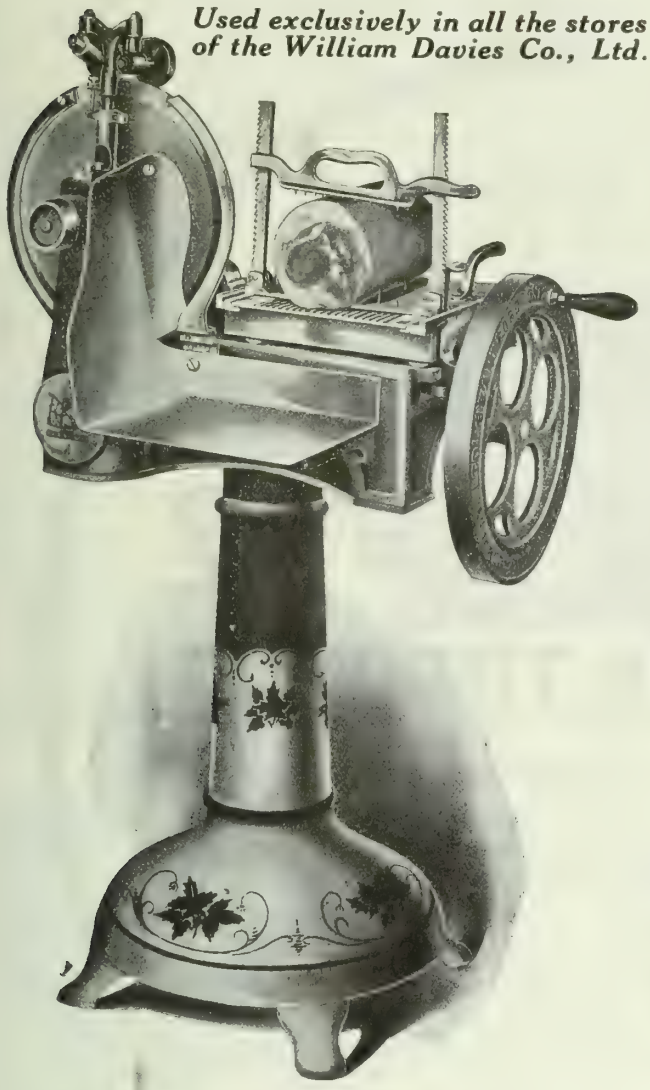
At All News Stands

15c.

If any advertisement interests you, tear it out now and place with letters to be answered.

Money saving equipment
for your cooked meat trade

Used exclusively in all the stores of the William Davies Co., Ltd.

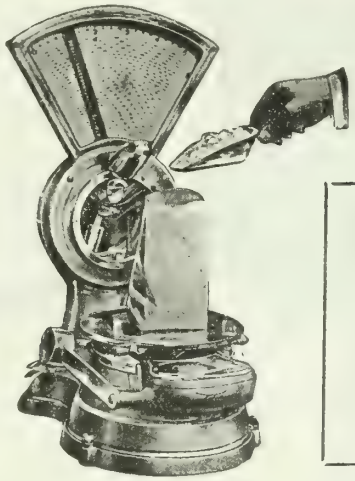


Get a **Brantford Scale** and a **Brantford Meat Slicer** into your cooked meat department right now. They'll put "pep" into your sales and the better service they give will attract new customers and retain old ones.

The Brantford Slicer
(Made-in-Canada)

A time saving waste preventer. Has all the newest money saving attachments. cuts all cooked meats to the last slice.

Fully Guaranteed.



The Robert Simpson Co.'s store Toronto, is exclusively equipped with Brantford Scales and Slicers.

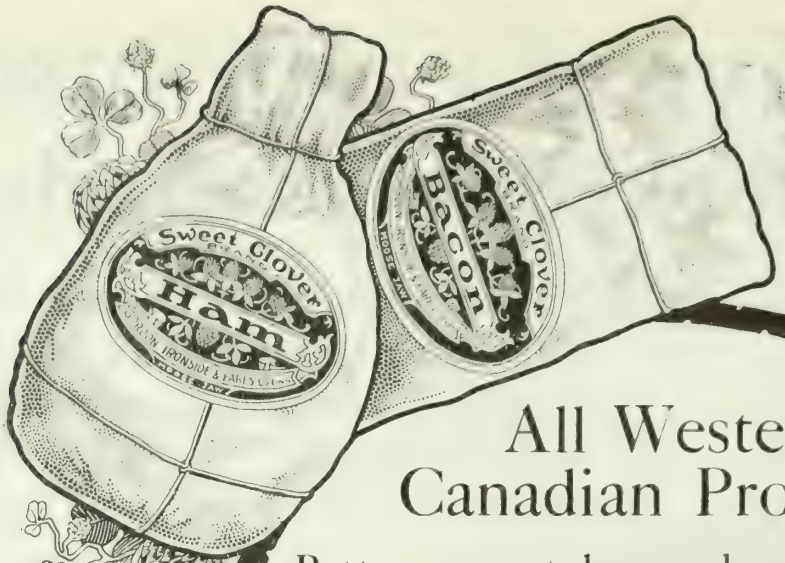
The Scale for the Meat Counter

The best Scale for your Cooked Meat Counter is the 5-lb. or 10-lb. **Brantford.** This Scale having the platform in front of the chart, takes up very little counter space. These Scales have a very fine chart and compute from 6 cts. to 75 cts. a lb., which is a fine range in this day of high prices. We have a full range of Fan Scales from 2 lbs. to 40 lbs; also the best Cylinder Scale made to-day. **Agate Bearing. No Springs.**

Keep Your Money in Canada.
Write for Catalogue and Easy-Payment Plan.

See page 29 in this issue store of an up-to-date merchant, which has Brantford Computing Scale Co. equipment.

The Brantford Computing Scale Co., Ltd.
BRANTFORD, ONTARIO





All Western Canadian Products

Better cannot be produced—anywhere.

They represent utmost in quality, care in selection, skill and cleanliness in production, satisfaction in use.

SWEET CLOVER BRAND BEST IN THE WEST



Particularly remember the brand and labels. Next time you need Ham, Bacon or Lard, specify "SWEET CLOVER" brand—

And you are sure of getting the best obtainable.

Sold everywhere.

Gordon Ironside & Fares Company Limited
Winnipeg - Moose Jaw



"Ads" like this are creating a growing demand for "Sweet Clover" Product

In every community throughout the West our consumer advertising is swinging big business to the dealer stocking "Sweet Clover" Products.

You, too, can profit by this. Display the "Sweet Clover" line and note the way they sell and the repeats they pull.

"Sweet Clover" Products are leaders—the Best in the West.

Gordon, Ironside and Fares Company, Limited

WINNIPEG and MOOSE JAW

If any advertisement interests you, tear it out now and place with letters to be answered.

Fair Methods

"Fair and square" have been the methods used in building up this big national tea business.

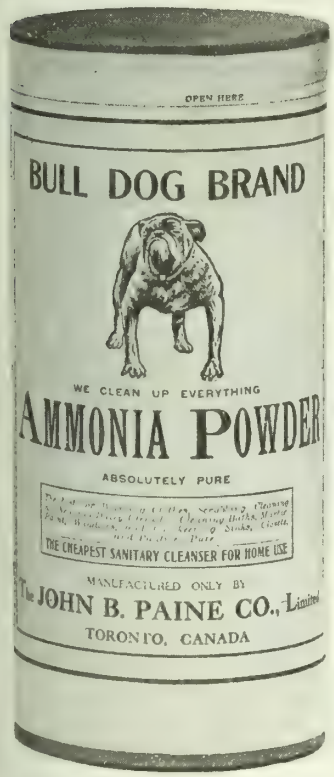
The "good will" of the public and the "co-operation" of the trade have been deservedly earned.

The splendid quality of Red Rose Tea has been always maintained regardless of market conditions.

Every promise made has been fulfilled.



T. H. ESTABROOKS CO., LIMITED
ST. JOHN TORONTO WINNIPEG CALGARY



This is just one of the 19 sellers in the

Bull Dog Brand Line

Every Grocer should make a point of displaying these leaders regularly.

They are household necessities that sell and sell again—because the quality is there.

Bull Dog Brand covers the entire cleaning list. Remember our slogan—**"We clean up everything."** Stock up now and see them sell.

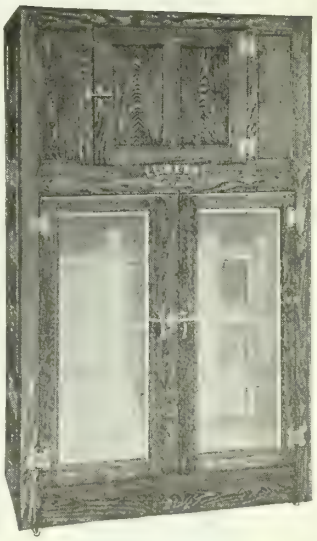
The John B. Paine Co., Limited

Factories at Toronto and Winnipeg

Agents: Mowat & McGeachy, Saskatoon. Oppenheimer Bros., Vancouver

Get the "Eureka" Catalog

before deciding on your refrigerator requirements. No matter what type of refrigerator you require you will find just the right one in the Eureka line.



Eurekas are used all over the world and are giving complete satisfaction everywhere.

Prepare now for the hot Summer days by investigating our claim that the Eureka is the most scientific and dependable refrigerator obtainable.

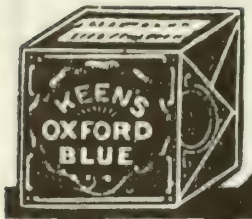
Patents 1900, 1910, 1914.

Write for catalog to-day.

Eureka Refrigerator Company
LIMITED

Head Office and Showrooms:
27-31 Brock Ave. **TORONTO**

If any advertisement interests you, tear it out now and place with letters to be answered.



Keen's Oxford BLUE

—The best blue in the world

Spring and Summer are the best selling times for Laundry Blue.
The amount of Keen's Oxford Blue you sell depends on your own efforts.
Don't hide your stock on your back shelves. Put it right out on your counter where the customers can see it.

Canadian Agents

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO



Preserve Jars
(With Stone Covers)

	Per doz.
¼ gal.	$1.15
½ gal.	1.50
1 gal.	2.00
1½ gal.	2.50
2 gal.	3.60
3 gal.	5.00
4 gal.	6.50

Jar can be made air-tight by sealing with wax.

There will be a big demand for these lines this year

Tall Butter Jars
(Dark Glazed inside; Light and Dark or White Glazed outside)

	Without Covers per doz.	Covered per doz.
¼ gal.	$ .57	$1.14
½ gal.	.85	1.70
1 gal.	1.14	2.28
1½ gal.	1.71	2.85
2 gal.	2.28	3.42
3 gal.	3.42	5.13
4 gal.	4.56	6.27
5 gal.	5.70	7.98
6 gal.	6.84	9.12



The high cost of living is a particularly vital issue with every prudent housewife. This year more than ever before she is planning to combat it in every way possible.

This is where our splendid line of Pottery comes in—and your chance to reap lots of extra profit. We illustrate just three of our many handsome and useful household utensils, which include butter crocks, preserve jars, mixing bowls, fruit jugs, self-sealing jars—in fact everything necessary to successful home preserving.

The profit on each sale makes a trial order richly worth while. We'll give you special rates on crate lots. Write to-day for full particulars.



Black Top Tested Shoulder Jugs.

	Per doz.
¼ gal. Imperial	$1.02
½ gal. Imperial	1.53
1 gal. Imperial	2.04
2 gal. Imperial	4.08
3 gal. Imperial	6.12
4 gal. Imperial	8.16
5 gal. Imperial	10.20

The Toronto Pottery Company
LIMITED

617-8 Dominion Bank Bldg.

KING AND YONGE STS., TORONTO

CANADIAN GROCER

Vol. XXXI. TORONTO, MAY 18, 1917 No. 20

Retailers Oppose Govt. Competition

Not Satisfied With Saskatchewan Premier's Attitude — Should Mail Order Houses be Taxed—Retailers Oppose Knowles Bill—Dissention Over Half Holiday.

AMONG many important subjects discussed at the fifth annual convention of the Saskatchewan Retail Merchants' Association was one of more than usual interest dealing with the Grain Growers' Association, who are endeavoring to transfer their trading operations to the Saskatchewan Co-operative Elevator Co. The retailers strongly object to this change on the ground that, as the Government is guaranteeing the bonds of the Saskatchewan Co-operative Elevator Co., the retailers of Saskatchewan would be in the position of competing with their own Government. An attempt was made during the convention to get Premier Martin to the convention, so that he could hear the retailers' side of the question. The Premier, however, wired that he was unable to attend.

Many of the subjects which are usually discussed at retail merchants' conventions came up again and received more than usual attention. The wholesalers came in for criticism for selling goods direct to the consumer, but there was a marked disposition on the part of many members to avoid this subject on the ground that if the complainants were to investigate more thoroughly, they would find that the wholesalers were not to blame. Mr. Evans, president of the association, urged members not to mention wholesalers by name, as it was unfair.

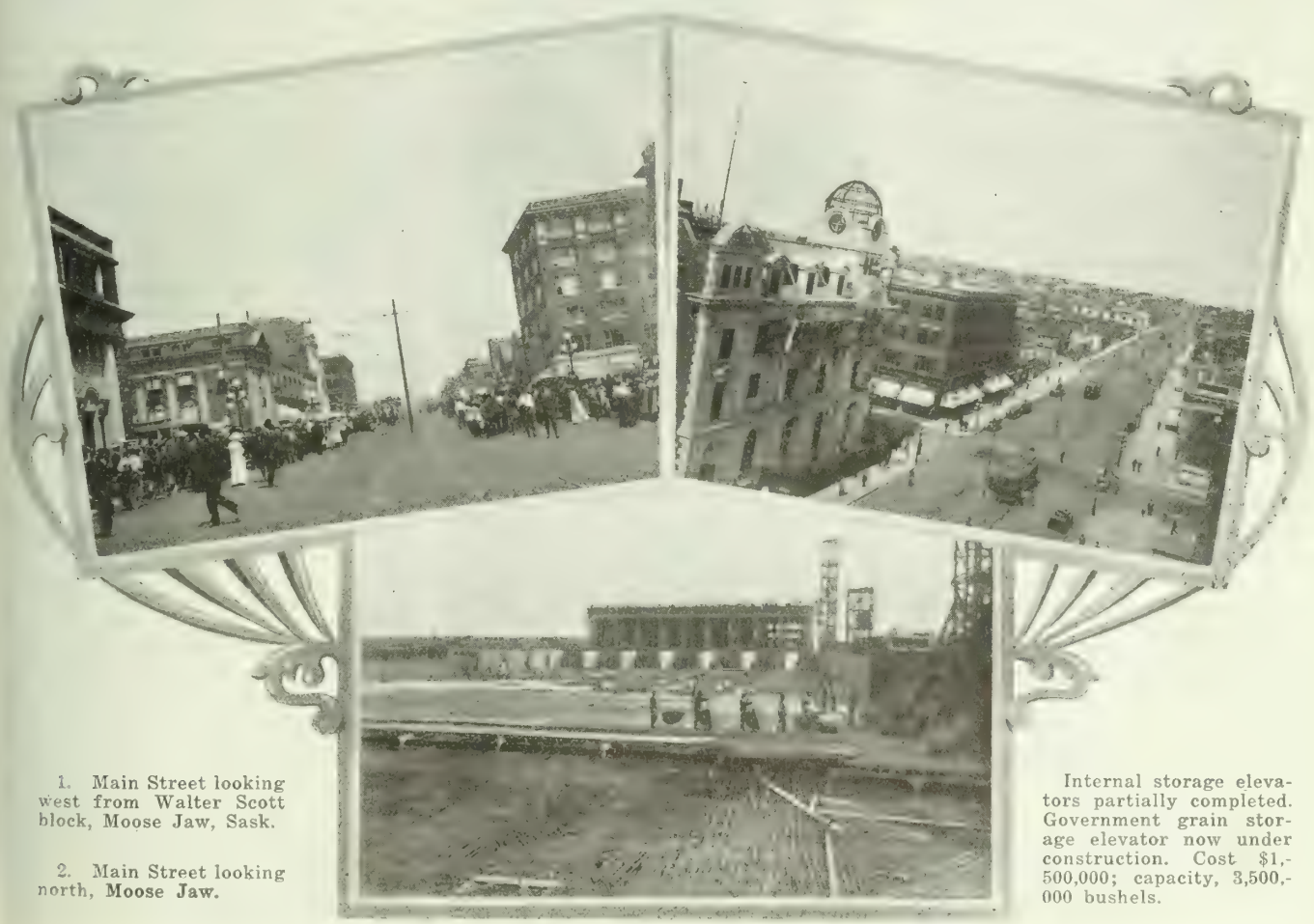
Other subjects discussed were: advance cartage charges, taxing mail order houses, price maintenance, half-day holiday, coupons, etc.

The report which follows deals particularly with discussions on retailers' problems which occurred throughout the convention.

Reports of the president and secretary are also given, and in these reports are outlined the activities of the association since the last convention.

WHAT DOES F.O.B. MEAN ?

A. H. Wensley, Borden, Sask., started the discussion by asking what was meant by f.o.b. He stated that his wholesalers



1. Main Street looking west from Walter Scott block, Moose Jaw, Sask.

2. Main Street looking north, Moose Jaw.

Internal storage elevators partially completed. Government grain storage elevator now under construction. Cost $1,500,000; capacity, 3,500,000 bushels.

quoted him f.o.b. Winnipeg or Saskatoon, and then charged him f.o.b. warehouse. Was it right for them to collect advance cartage charges?

Mr. Hamilton, traffic manager of the association, replied, stating that the question was a trifle out of his province. When a shipper quoted f.o.b., he meant "free on board the place where he was quoting from." The railway had nothing to do with this extra charge, and any advance charges represented money paid to some one; it might be the wholesaler shipper, or dray man, for taking the goods to the station. As the money had been paid, the wholesaler must get it back again.

Mr. Wensley—"Then f.o.b. means nothing, and they are fooling us?"

Mr. Hamilton—"Yes, it is misleading."

Mr. Wensley—"The charges are nearly as much as freight. I found on a shipment of 100 lbs. an advance charge of 23c. Is there a minimum charge?"

Mr. Hamilton—"Yes, 20c."

An Old Question

A. A. Evans, president—"This matter was gone into three years ago. Do you want to go into it again?"

A Member—"The question being asked is, what does f.o.b. mean, on cars or dray?"

A discussion was brought about at this point by Mr. Moncrieff, of Glenavon, drawing attention of the convention to the fact that a great many merchants do not have scales big enough to weigh large shipments, and as wholesalers never put the weight on bills of lading, transportation companies put it on the high side. "I have had shipments lately two and three pounds over the correct weight," he said. "I think if in cases where we deal with Eastern houses, say in Toronto, we would ask them to weigh their shipments, it would save us money. I have saved as much as ten dollars in two or three shipments lately."

Mr. Hamilton drew attention to a concrete case. Recently he checked over five hundred freight bills for a Regina man, and he understood that the dealer had weighed the goods himself. There were 14 bills corrected on account of over-weight, resulting in a total saving of $36.10. Mr. Hamilton himself found a further error of $22.

S. D. McMicken drew attention to the fact that the tare of cars was often inaccurate, and sometimes as much as 3,000 lbs. too small. This was caused through dirt in the car, or snow in winter.

President Interrupts Again

Mr. Evans again drew attention to the fact that this matter had been threshed out three years ago, and it had been decided that each individual member should try to have these advance charges removed.

Some one asked if it was not a fact that the executive took this matter up and fell down on it.

Mr. Maybee, ex-president, stated that it was perfectly true that members had been asked to make their own efforts to get this charge removed. It was an outrage, and they should not stand for it. He said: "Mrs. Jones orders a pound of tea from your store, and she will soon kick if it is not delivered very quickly. And you do not charge her anything for delivery. Why should you pay the wholesaler for delivering a much larger bill of goods?"

Suggests Drastic Measures

Mr. Rannard (Provincial President of Manitoba)—"I am opposed to these cartage charges. In unity there is strength, and you should not leave it to the individual. If this convention will pass a resolution that on a certain date, you in Saskatchewan will refuse to pay these charges, we will have it go through our convention in Manitoba next June. If we take that stand together, we will break its back."

Mr. Wensley, of Borden, moved that the executive be authorized to go into the matter and have these advance cartage charges eliminated. Mr. Robins, Kindersly, moved an amendment that the executive instruct wholesalers that after July 1 they will pay no advance charges. Mr. Wensley then withdrew his motion, as Mr. Robins' covered the matter more fully.



A. A. Evans, Outlook, Sask., President-Elect.

There was a feeling then that the convention was going a little too far, and this feeling was voiced by R. A. Magee, Wolseley. He expressed a wish to have the resolution handed to the executive, who would consider it. Mr. McMicken was afraid that if they insisted on the wholesalers withdrawing this charge of four cents, that it would indirectly be raised to twenty-five cents. Eventually a motion to the effect that the executive go into this matter fully with a view to having charges eliminated, was carried.

DISSATISFACTION WITH PREMIER'S ATTITUDE

A resolution was put forward to the effect that the convention express its strong disapproval of the Grain Growers' Association being allowed to transfer its trading operations to the Saskatchewan Co-operative Elevator Co. The ground for this objection was that the Elevator Co. would thus be competing with the retail merchant, and as 85 per cent. of their bonds were guaranteed by the Saskatchewan Government, the retailers would thus be competing with the Government to whom they were paying taxes.

Mr. Wensley, Borden.—"The Grain Growers deserve credit; they have done a lot of good for this country. The Retail Merchants' Association has done a lot of good, too, and we would be sorry to prejudice the interests of the Grain Growers; but if they are going into the retail business, they have got to put up their own money. We merchants have helped to finance the Saskatchewan Co-operative Elevator Co. by paying our taxes."

C. Williams, Moose Jaw.—"I have heard it said by a good many people that once they go into the retail business it will sound the death knell of the Grain Growers' Association, but do not let us wait for them to get started."

Mr. Williams told the convention that he believed that they would be running a chain of stores throughout the province.

W. E. Paynter, Tantallon.—"They have no thought of building a chain of stores; it would be impossible for a big company like that to get managers to run their stores unless they made managers out of the retail merchants."

M. O. Houses Sell Wire Cheaper

Mr. Paynter at this point started in to tell the convention how he had increased his turnover $9,000 by making friends with the farmer instead of antagonizing him, especially when it came to the question of dealing with mail order houses. "Why," he asked, "not let the farmers buy barbed wire from the mail order houses when it costs us fifteen cents more per spool wholesale than the mail order house can sell."

He told of a dealer who came to him and asked him what he was charging for barbed wire. He told him that he could sell him at $4.40 in 10-spool lots. He was sure the M.O.H. could not beat that. However the man wanted to pay $4.20, but as Mr. Paynter had paid $4.10 wholesale f.o.b. Winnipeg, he could not sell it for $4.20. The man said he was very anxious to buy from Mr. Paynter, but his neighbors were buying it from the M.O.H. at a lower figure than that. The man asked Mr. Paynter to write to the M.O.H. himself. The reply came back that by paying cash and taking it in 20 spool lots, they would quote $3.65. Mr. Paynter told the convention that he would not be an ostrich and bury his head in the ground, but just told the man to send his order to the M.O.H. It was not long before the M.O.H. was compelled to put up their price.

As for the Elevator Co., he wished to say that he put his money into it, and the shares had paid him better money than his store. As for the Government guaranteeing bonds of Saskatchewan Co-operative Elevator Co., was it not a fact that the Government guaranteed

the bonds of the railway companies? Why not get after the Government for helping the railway companies and thus try to solve their transportation problems.

Fighting the M. O. H.

Mr. Paynter continued to get away from the subject of the Elevator Co., and said that he did not care if the M.O.H. sent their catalogues to Tantallon in car loads. He encouraged his customers to come in and discuss the matter with him, and he was having considerable success. He thought they should be careful what they were doing to oppose the Co-operative Elevator Co. because if they antagonize their own customers, they were only hurting themselves. Mr. Paynter having spoken for considerable time, Mr. Robins rose and suggested that speeches be limited to five minutes, which motion was seconded.

Grain Growers at Variance

Getting back to the question of the Elevator Co., Mr. Maybee drew attention to the fact that even the Grain Growers themselves were at variance on this question. He suggested that they telephone Premier Martin to come to the convention, and be on the platform where he could hear what the merchants had to say about this matter.

Mr. Hutchinson.—"It was only recently that we saw the Government and they agreed that it was not fair for the Elevator Co. to take over these trading operations, at the same time we have correspondence with the Premier which sidetracks the issue."

Over $30,000,000 on Books

Mr. Evans, the president, was very strongly in favor of going to the Government and having this matter threshed out. He stated the retail merchants of the province had credit on their books of over thirty million dollars, and they must show the Government that they were not a bunch of pin-headed merchants. The Grain Growers had been allowed to handle big stuff, and had failed. Now they wanted to hand over the operations to a bigger company with considerable credit backing. The Grain Growers were their friends, but they objected to them getting anything that the retailers could not get.

Lesser of Two Evils

Mr. Hutchinson.—"Years ago we felt that the Government was subsidizing this business, so we went to the Government, and they told us that there was no connection between the Elevator Co. and the trading company, and never would be, yet in three years they were trying to make a change. Three weeks ago I saw the Hon. Mr. Dunning, who admitted it was unfair, but he said it was the lesser of two evils. He meant that if the Grain Growers' Association did not link up with the Elevator Co., they would do so with the Grain Growers' Grain Co., of Manitoba. We do not see that this would be any worse, as the Manitoba company are doing all the harm they can now."

At this point a Liberal commenced attacking the Saskatchewan Government which is also Liberal), saying that when it came to politics, they would do anything they liked. Mr. McMicken, interrupting, said that as they were getting into politics, it was time they adjourned for lunch.

It was decided to wire the Premier.

TAKING A CRACK AT THE WHOLESALER

AT every Retail Merchants' convention it is customary for somebody to start a discussion as to why and whether wholesalers should sell to people other than retail merchants. The ball was started rolling at this convention by a member who asked: "Is there anything to prevent a wholesale house selling to anyone but a merchant?"

The question seemed rather vague, and it came somewhat as a shock to the meeting. However, the shock was soon absorbed, and complaints began to pour in freely. This member explained what he meant by telling the conference that a well-digger in his district, who was a foreigner, had been buying pipe from a Winnipeg jobber at a price cheaper than he ought to get it. He had also bought half a car of furniture from another Winnipeg wholesaler, and was peddling it through the province where his well-digging operations carried him, 75 miles from town. Over that big area he was selling furniture. If he would keep to his well-digging, said the merchant, it would not be so bad.

Talking of well-digging, reminded A. E. Jones, Milestone, that there was a well-digger in his district who had told him that he could buy pipe at a very low figure. Mr. Jones investigated, and found that the pipe was coming from a Winnipeg wholesale house. On further investigation, however, he found that the pipe was being bought from a local hardware dealer, who was making only a very small commission, thus the jobber was in no way to blame.

This brought A. Kindred, Glenavon, to his feet in defence of the wholesaler, saying that he knew of a case where a consumer wrote to one of the above wholesale houses, and asked them to supply him with goods. The reply came back that the consumer could only buy these goods through the regular channel, i.e., through the retail merchant. Mr. Kindred further stated that he always found this a reliable wholesale house, and they would probably find that the first mentioned well-digger was getting his pipe in a roundabout way.

Protecting the Jobber

Mr. Evans, president of the Association, interrupted here, and asked the members to refrain from mentioning jobbers' names.

S. D. McMicken said he thought that members who had trouble of this nature, should write the jobber first and find out what was what, before spreading broadcast stories of this kind.

W. Gunn, Kincaid, told of cases he had come across where he was given to understand that jobbers were selling consumers, and on writing the jobbers, received a letter of thanks, with the assurance that it would be stopped.

Mr. Raymond, provincial secretary, told the convention that he was continually having cases of this kind brought to his attention, and he did not know of one single instance where the matter had not been remedied. Regarding the well-digger who was selling furniture, he wished to state that he should have a provincial license costing $25, and if there was a by-law in the municipality where he was selling making it necessary to have a further license, he should have one, otherwise he was liable.

The merchant from Wiseton, who laid the complaint regarding the furniture, remarked that the sooner the provincial license cost twenty-five hundred dollars, the better.

Mr. Raymond said that it had been suggested that the cost of the license be raised to two hundred dollars.

OFFICERS ELECTED
1917-1918

Saskatchewan Branch, R. M. A.
President.—A. A. Evans, Outlook, Sask. (Re-elected.)
First Vice-Pres.—H. D. Macpherson, Regina, Sask. (Re-elected.)
Second Vice-Pres.—J. L. S. Hutchinson, Saskatoon, Sask.
Treasurer.—J. J. Polson, Regina, Sask.
Secretary.—F. E. Raymond, Saskatoon, Sask. (Re-elected).

IS IT RIGHT TO TAX MAIL ORDER HOUSES?

IT was natural that while the convention was talking about peddlers' licenses that some one should raise the question of taxing the mail order houses.

W. T. Bennett asked what the Manitoba Government had done about taxing the mail order houses.

Mr. Montgomery, a member from Manitoba, stated that they had been putting the cart before the horse. They approached the Manitoba Government in the wrong way, "and got it in the neck."

J. A. Curle, secretary, R. M. A., Manitoba.—"If there was a mistake made; it was I who was to blame, as I was continually pushing for a tax on the M. O. H. I lacked tact. I had been dealing in real estate (laughter). I had also been studying taxation, and you cannot spend 10 years studying a subject and not know something about it. But we approached the Government in the wrong way; that is, we stated bluntly what we thought was right, and the solicitors for the M. O. H. went to the Government with arguments to the effect that if they taxed the M.O.H. it would raise the cost of living. When you run up against a stone wall, the best thing is to run along the

top and around the corner to get there; thus, we have changed our tactics."

Mr. Curle proceeded to tell what had been done in this connection in the state of Wisconsin as well as in the city of Winnipeg. What he said in this connection was greatly enjoyed and listened to intently by the convention. When he sat down, Mr. C. Williams, Moose Jaw, moved that the Saskatchewan executive work in conjunction with the executive in Manitoba on tax matters. W. T. Bennett seconded the motion.

Mr. Paynter.—"I would like to second that motion."

Mr. Evans.—"It is already seconded."

Mr. Paynter.—"Then I will move an amendment." (Laughter).

The amendment motion agreed to was to the effect that the executives of the two provinces endeavor to bring about a better and more equitable system of taxation.

RETAILERS CAN COMPETE WITH M.O. HOUSE

MR. JONES, of the Moose Mountain Hardware Co., started a discussion by telling what his stores were doing towards securing cash business. He spoke as follows: "I would like an expression of opinion as to what are the best methods for inducing cash business. This subject reminds me of a jug of milk where the cream rises to the top. The cream is the cash business, and the M. O. H. is getting the cream. In our stores we have made an attempt to go after cash business. We have a list of customers tributary to the store, classified as A.1—first-class customers, who pay cash, or whose credit is good. Next come those who are good for a limited amount of credit. Thirdly, there are those to whom we cannot give credit, but from whom we want cash business. We make a practice of sending advertising matter to these customers frequently. Why let the M. O. H. do all the advertising? In our family there were six boys, and the boy who got the jug of milk first, got the cream. When we found this, we got into the habit of stirring the milk with a spoon so that we all got some. In our business we should be stirring things and helping one another to get some of the cream.

"You can go through your stock and you will find that there are certain items that you can sell as cheaply as the M. O. H. You can let customers know of these things by putting prices on your advertising. We tell the customer that on these lines our price is the same f.o.b. Arcola as the catalogue houses are quoting f.o.b. Winnipeg. There are some lines like O'Cedar mops, on which prices are fixed, and the M. O. H. can sell no cheaper than you."

Mr. McMicken. — "Regarding fixed prices, this is unlawful; we have a resolution dealing with that very matter."

Mr. Jones.—"That was simply an example; there must be hundreds of articles in our stores which we can sell as cheaply as the M. O. H."

R. C. Finley, Kincaid.—"We are following these methods, too, and they are bringing good results. You will notice that the M. O. H. feature their own brand of goods, and are building up a good trade on them. You have lots of lines which are nationally advertised and which you know are absolutely good. Let your farmers know about them, and you will get them to the store. If you tell them these things they see that you are taking an interest in them."

At this point, S. D. McMicken rose to tell the convention a M.O.H. story, and as the genial president of the Moose Jaw association is a splendid story-teller, everybody was attention. He told of a farmer who was in hard circumstances, and whom the speaker, in his big heart, carried from one fall to another. In the second year, the farmer had a good crop,



H. D. McPherson, Regina, Sask., First Vice-President.

and he came to the store and said: "I have got the money, Mac, but I want to send it to Timothy Eaton for some clothes." To which Mr. McMicken replied, "You give me the money, and send your gall to Timothy Eaton's, and see what you will get for it."

DOUBT AS TO THE MEANING OF THE KNOWLES BILL

WHAT Mr. McMicken had said regarding fixed prices being illegal, came as a shock to many members. For instance, S. Schwanz, Rocanville, asked if the price of lines like Ostermoor mattresses were not fixed.

John Gregory asked if a manufacturer, in cases where a merchant had contracted to sell at a price, would not have an action against the merchant if he sold for less.

Mr. Curle.—"No. He can refuse to supply you with further goods."

It was decided that the best thing would be for the secretary to read the Order-in-Council and thus settle matters. Whereupon Mr. Raymond proceeded to read it through; but before he had read very far, someone suggested that it be published in the association organ. At this point it was decided to adjourn for lunch. When the afternoon session opened, a start was made with a resolution on price maintenance. It read as follows:—

The Resolution

"Whereas, the problem of distribution of all commodities of life is based upon the desire of consumers to be supplied at any time with whatever they require, at the nearest possible point and at the lowest possible price, and

"Whereas, to comply with that desire, and to supply the needs of the consumers, the wholesale and retail trade of Canada have specially equipped themselves with the necessary facilities for that purpose, and through their close proximity to both large and small centres of population, they are therefore in a position to give a more efficient, more economic, and a cheaper service than can be given through any other method, and

"Whereas, in order to develop and improve the present system of distribution which has been developed through years of practical experience, it has been found necessary from time to time for manufacturers, wholesalers and retailers to consult together with the object of adopting general rules and regulations, which they have found have produced the best results for the entire trade, as well as for the consumers generally, and

"Whereas, on Nov. 10, 1916, the members of the Dominion Cabinet at Ottawa passed an order in Council which they declare makes it illegal for any manufacturer to place upon any article a fixed price at which said article may be sold, either to the wholesale or retail trade or to the consumer, whether the said price be reasonable or unreasonable. By taking this action, it therefore abolishes all former customs of trade, and it destroys all regulations which in the past have had a tendency to lower the cost of living, and

"Whereas, such action on the part of the Dominion Government, in our opinion, on their part, shows a lack of the proper knowledge of commercial matters, and under all these circumstances, we believe it to be utterly unjustifiable:

"Be it therefore resolved:—

"First, that members of the Saskatchewan branch of the Provincial Board of Retail Merchants' Association of Canada, do hereby endorse the action of the Dominion Board of our Association in asking that the Order-in-Council passed on November 10, 1916, in which the Government has declared that the right to sell any article at a fixed price by the manufacturer, wholesaler and retailer, is illegal, be repealed.

"Second, that Bill No. 21, introduced by W. E. Knowles, M.P. for Moose Jaw at the present session of the Dominion House and which will have same effect on the trade as the Order-in-Council above referred to, be strongly opposed

"Third, that we heartily endorse the recommendation of the Dominion Board of our Association wherein they have asked the Dominion Government to establish an "Inland Trade Commission" so that all matters pertaining to the welfare of the inland trade of Canada, both of the manufacturers and the wholesalers, the retailer and the consumer, can come under this jurisdiction, in the same manner in which all matters pertaining to railways now come under the jurisdiction of the Dominion Railway Commission."

The above resolution was originally framed in Ontario, and the president told the convention that Mr. Trowern, Dom. Sec., was simply expressing the feeling of Eastern provinces, and what was good for them was good for the West.

S. D. Micken stated that he believed that the idea embodied in the Knowles Bill came from Moose Jaw, and he had it on good authority that the bill was being pushed by the mail order houses. If they were able to sell lower, they could draw the attention of the public to the fact that they were selling these lines cheaper than the retail merchant. He had seen business sent to a mail order house because they were selling a spool of cotton for ten cents, whereas the local dealer was charging twenty cents.

The resolution was carried after very little discussion.

DISSENSION OVER HALF HOLIDAY

A resolution came before the convention to the effect that members urge an amendment to the City Act, which would allow a town or village council to grant a half holiday once a week, when this was demanded by three-quarters of the merchants in that town.

Mr. Robins opposed the resolution, claiming that it would cause trouble having their clerks running after the city council for a half holiday.

J. Polson, Regina, the father of the resolution, said he thought it would be best to explain why this resolution had been put forward. Last year they asked for a half holiday in Regina and got it; this year they would like the same, but were unable to get in on account of the City Act, which had recently been passed. He said this movement was not begun by the clerks, although he reminded members that by giving a half holiday to their help, they would be much better off.

C. Williams, Moose Jaw, supported the resolution and stated that the clerks in Moose Jaw, were forming an association.



J. L. Hutchinson, Saskatoon, Sask., Second Vice-President.

In Manchester, England, where he came from, this system worked splendidly. They had inspectors who went around to the stores on holidays and fined those who were open. They also saw that employees got an hour for lnuch. It was better to give clerks a holiday than for them to take it off with headaches.

Mr. Hutchinson, Saskatoon, asked whether such a movement would be in the best interests of the agricultural community. In July and August farmers were very busy, and it would make it very hard for them if unable to buy from the stores.

Mr. Montcrieff, Glenavon, drew attention to the hardships a half holiday worked in his community, where 95 per cent. of his business was with farmers. If a farmer broke his implement and had to come to town, he was not very pleased if he found the stores all closed. It was then that he sent his orders to the M. O. H. He thought that the system would work well in the cities, but not so well in the country.

Eventually the resolution carried.

NOTES ON THE CONVENTION

BEFORE the convention had proceeded a day, some members seemed of the opinion that a mistake had been made in not allowing the Moose Jaw daily newspapers to have representatives present. There is a tendency for the daily papers to pounce on the sensational part of a convention, and to avoid the routine business. For this reason they often give the public a wrong impression. However, it seems that the public got an even worse impression, because it was rumored about town that the retailers had met for the purpose of boosting prices (foolish ideas the public get sometimes.)

* * *

Half way through the convention, the daily newspaper men were admitted. It was pointed out by a number of speakers that the average daily newspaper man was willing to exclude anything from his report on request, and if there was anything they did not wish to appear in the local papers, they could discuss it in secret session. There is no doubt about it that the Moose Jaw papers were sur-

(Continued on page 28.)

President Says Knowles' Bill Dangerous

Objects to Tactics of Grain Growers—Warm Discussions at Dominion Board Meeting—What Association Has Accomplished During Past Year.

FOLLOWING is the address of President A. A. Evans, of, Outlook Saskatchewan:

"What have we done?" is a question that you as members of the Retail Merchants' Asociation of this Province have a right to ask of us who have been in office for the last twelve months. It is only right and fair that everyone should give an account of his stewardship lest the Master should say that "thou shalt be no longer steward." It would be a difficult matter for me to give you in a short space of time a detailed report of the work of your Executive for the past year, but I will endeavor to give you a few headings so that you may know some of the things we have been in touch with.

Following our Convention in Regina a year ago, we immediately made arrangements for the present staff in our Head Office for another year and shortly after this arrangements were made for the removal of the office to the Canadian Building, where larger and better offices could be obtained at a more reasonable rent. A Traffic Department was added to the office with H. E. Hamilton in charge.

We waited upon the representatives of the Government, asking for further legislation in the interests of our Association such as the Renewal of Executions, Government Employees being exempt from Garnishment, Amendment to 519 Rules of Court, Amendment to the Bulk Sales Act, Amendment to the Hawkers' and Pedlars' Act, Registration of all Leases. To all of these requests the Honourable Mr. Calder and Mr. Turgeon gave us their patient hearing and promised that these things would have the careful consideration of the Executive Council. Just how much has been accomplished in these matters, I could not report to you to-day for the reason that I have not seen the Amended Statutes of 1917, which I believe is not out of the hands of the King's Printer as yet.

Re "Renewal of Executions." We asked that the necessity for renewing an execution every two years be done away with and that after it was once registered it be allowed to stand until the judgment is satisfied.

Re "Government Employees being Exempt from Garnishment." As the law stands at present a uermanent employee or one appointed by the Lieutenant-Governor in Council, is open to garnishment, while a temporary employee is not. The ministers were strongly opposed to permanent employees being garnisheed, stating that they had lost some of their best men through this privilege being allowed.

which affected the Public Service, and they were strongly inclined to remove this privilege and make all employees exempt from garnishment as is the case in connection with the Dominion Government. They look upon Government employees as being servants of the people including retail merchants and this being the case felt that the Public Service should not be hampered in this way, as it has been in the past.

Re "Amendments to the Small Debts Act." We asked that the Small Debts Act be amended, allowing for a judgment for $10 and up to be registered against the lands of the defendant, in place of $50.00 and up, as at present. We also asked that provision be made for a case to be tried in the district where the debt was contracted. We had, on previous ocasions, taken up with the Government the matter of a Judgment Summons, in connection with the Small Debts Act, and had always been refused, and had reason to believe that they still would not give their consent. We therefore asked for the right of Examination for Discovery, as it at present exists in connection with the Small Debts Court, a nominal fee would be charged. It may not be generally known that a Judgment obtained through the Small Debts Court is of the same value as one obtained though any other Court, and that once a judgment is obtained the right of Examination for Discovery already exists, but only in connection with the District and Supreme Courts. The costs in this connection are, however, prohibitive for any ordinary action brought under the Small Debts Act, and it is for this reason that we ask for the same right in connection with the Small Debts Act at a nominal fee.

Re "Proposed Amendment to the Bulk Sales Act." The amendment proposed at our last Convention to the effect that a merchant be alowed to dispose of a portion of his stock not to exceed one-third, without the necessity of complying with the Bulk Sales Act, was placed before the Government, but was not considered feasible by them for the reason that in their opinion a merchant could dispose of one-third of his business at different intervals and so gradually dispose of the whole thing, without having to comply with the Act. They considered the Act a protection to which creditors in general are legitimately entitled.

Re "Provincial License Fees for Hawkers and Pedlars." We strongly urged upon the Government to increase the Provincial License Fee of $25.00 as it stands at present to $100.00, realizing what hardships that these Hawkers and Pedlars are working upon many merchants throughout the Province.

Re "The Crop Agreement Act for Saskatchewan, which deals with the Matter of Registration of Leases." Complaints having been previously received regarding Farmers against whom Judgments have been given, leasing their lands to relatives or friends at a nominal rental, in order to avoid paayment of judgment. This was referred to our Solicitor for advice, as to whether it is necessary to register a lease of this description or not. His reply was to the effect that unless a lease of land is for a period of more than three years, it need not be registered, and also that leases for a less period than three years do not need to be written, and that all certificates of Title are presumed to be subjected to leases of less than three years.

It was decided that the Right of Examination for Discovery in connection with the Small Debts Act would go a long way toward overcoming this evil, as a person could then be examined under oath at a nominal fee for the purpose of ascertaining what disposition he had made of his land, and the full details in connection with the transaction.

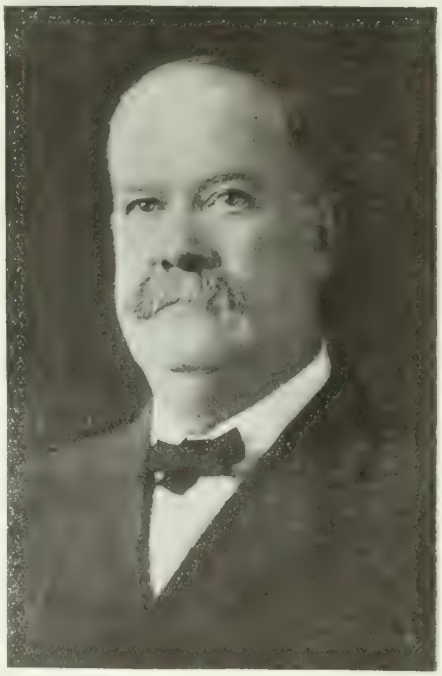
"Registration of Partnerships." We have asked that certain amendments be made to the Act regulating Partnerships to the effect that all partnerships should be registered and that a registration fee of $5.00 be charged, and that the word "Registered" or its abbreviation be used after the firm or trade name.

Re "N.S.F. Cheques." Legislation has been introduced into the Dominion Hiuse that will make the passing of a N. S. F. Cheque illegal, and it is sincerely hoped that within the near future this proposed legislation will become Law.

Re "Legislation making Husband and Wife jointly responsible for Accounts for the Necessities of Life." It was pointed out to the Government that many men have the habit of transferring everything they possess to their wives, in order to avoid payment of their accounts, and it was with the idea of being able to obtain settlement of these accounts that legislation was asked for. The Government did not take kindly to the suggestion, however, but instead suggested that before granting credit the merchants take steps to protect themselves against such contingencies. They suggested that a Form of Agreement be prepared to be signed by husband and wife jointly, before credit is granted, pointing out that in such a case the wife would be equally liable with the husband, and that if this was done no legislation would be necesary.

All of these points were argued with the Government to the best of our ability, from the standpoint of the Retail Merchant, and we felt, at the close of the interview, that the Government had a better knowledge of some of the difficulties with which Retail Merchants have to contend. They promised all our requests their careful consideration.

Our Dominion Convention, at which your Executive were present, in the City of Winnipeg, on the 8th, 9th and 10th of August last,



S. D. McMicken, President Local Branch R.M.A., Moose Jaw, Sask.

was a very interesting one indeed. It had been felt by the Executive of this Province that the Dominion Board had existed for some time in name only, and thus failed to give to the Dominion at large the results that it should. We may say that at this meeting of the Dominion Board, held in Winnipeg in August last, that there were representatives from all of the Provinces of the Dominion, except Alberta and British Columbia, and after three days of deliberations, long sessions lasting from ten o'clock in the morning until late in the evening, in which they did not allow us to go out for lunch, but some was brought to us, and with lunch in one hand and our weapons in the other, we continued the fight. For a time it was trench warfare, then we came out into the open field. No person was killed, but several were wounded, and everything looked dark as the Ace of Spades. Of course, I, myself, do not play cards, but I heard Mr. Maybee say that the ace of spades was black. We were not black, but I may tell you that our Executive felt a little blue at the way things were going. When at this time, for it was the closing hours of the third and last day of the Convention, the election of officers for the ensuing year took place. It is an old, familiar and, I believe true saying, "That the darkest hours are just before the dawn of day." And there really did dawn a brighter and better day for the Dominion Board, and it was when Horace Chevrier was nominated, and accepted the office of Dominion President for the Retail Merchants Asociation of Canada.

It was then that things took a different turn and the house was put in order and the depleted treasury was well filled, and everything started out upon a new era. Your Executive of this Province was contending for the appointment of a Western Board which would include the provinces from Manitoba , Saskatchewan, Alberta and British Columbia, with a western secretary, who would look after matters peratining to trade and commerce in the western provinces, and who would act in conjunction with an eastern board on all matters peratining to Dominion interest. There was a great deal of opposition to this and as a half-way measure it was decided that Vice-Presidents were to be appointed from each of the western provinces, but those would not have representation in the Dominion Board proper. I do not think that any results have come from this move. As a matter of fact there has not been any meetings held, and we are inclined to think there will not be, because they have no powers, only as it is granted to them through the Dominion Board.

"Traffic Department." On March 13 your Executive met in Regina representatives of Canadian Manufacturers' Asociations and the Western Boards of Trade for the purpose of considering the proposed new Canadian Freight Clasification. This is a new freight classification, No. 17, which was proposed to take the place of the old one, No. 16. Mr. Hamilton, in charge of our traffic department, investigated this matter and reported to the Executive that in many cases it would mean an increase of the cost of carrying goods from 20 to 25 per cent. under the new classification. Your Executive determined that they would do everything within their power to prevent this new classification from coming into effect. There are many merchants here to-day whom, if given an opportunity to voice their feelings on this matter, would say that the rates are high enough when they consider the service that they are getting.

This was the first opportunity that the Retail Merchants' Association had of putting themselves on record with the Railway Commission, and in future our association will be advised of any proposed changes in traffics and classifications, so that we may have a voice in this important matter.

We appointed a member of our Executive in the person of Mr. Hutchinson, to confer with the joint committee of Agriculture and Commerce, which is composed of representatives of all the commercial bodies, including manufacturers, wholesalers and retailers and the farmers' organizations, which as you know is formed for the purpose of discussing matters of mutual interest, and if possible to bring about a better understanding between the different bodies.

"The Retailers Trust Co." As you are aware, our charter for this company was secured at the 1916 session of the Provincial Legislature, and at our last Convention the development of this company was placed in the hands of the Executive to deal with. An attempt was made to put the company into operation under the management of a firm in this City of Moose Jaw. But this we could not do until $10,000 of stock was subscribed and $5,000 paid up. In view of these conditions it was thought advisable that we should suspend operations for a time, and the further development of this Retailers' Trust Company is to come before this Convention for your consideration. There is one thing I am sure that we are all glad of, and that is that the work of Trust Companies has not been very heavy for the past two years. Fortunately for us the prosperous times has brought this about, but it may be that things will not always be so favorable with us, and in the time of prosperity we should prepare for the time of adversity. We believe that it is generally felt that there is a good opening for such a trust company, which would be managed by practical retail business men, and they could lend their great assistance to retailers who might become involved and by good advice and possibly the loan of a small sum of money.

save many a retailer from wreck. And, best of all, the cost to the man in such difficulties would be very light. I trust that this shall have the careful consideration of this Convention.

There is one other matter which is Dominion in character, but which affects us as a province. It is in reference to the famous Order in Council passed by the Premier and members of the Dominion Cabinet, which would injure and restrict Canadian trade.

There is also another bill which was introduced known as Bill 21. "An Act to Amend the Criminal Code."

And now, gentlemen, I want to address especially the citizens of Moose Jaw and vicinity, while we feel that you have many citizens of whom you have a right to be proud, and who have done much for the growth and development of your city, we cannot but feel that there is one who has introduced into the House of Commons at Ottawa an amendment to the Criminal Code, known as the Knowles Bill, which, if it were allowed to become law, would be a detriment to the trade of your city.

(Continued on page 28.)

Membership of 1,500 in Saskatchewan

Secretary Raymond in Report States That 50 Per Cent. of Possibles are Members—Future Plans of the Association—Urges Development of the Service Idea.

The Report of Secretary, F. E. Raymond, follows in part:

Mr. President and Gentlemen:—

I do not intend to tire you with a lengthy report, as I am not going very much into details regarding the various departments of our work.

It seems to me that the retail trade of this province has reached a crisis it its career, and during the course of this Convention some of the problems which you have to face will demand your most thoughtful consideration.

At our last Convention, held in Regina on May 9, 10 and 11, 1916, the following executive officers were appointed: G. A. Maybee, Moose Jaw, Hon. President; A. A. Evans, Outlook,, President; H. D. Macpherson, Regina, 1st Vice-President; F. W. Smith, Weyburn, 2nd Vice-President; J. L. S. Hutchinson, Saskatoon, Treasurer, and myself Secretary.

During the year six Executive Meetings have been held and two interviews with the Government. At all but one of these meetings the full executive were present. In addition to the above the Executive attended the last Dominion Convention, held in Winnipeg on August 8, 9, and 10, 1916. It should be remembered that each member of the Executive had to leave his own business to attend these meetings, and they did so for the sole purpose of furthering the interests of every retail merchant in the Province of Saskatchewan, and entirely without remuneration to themselves. Do you suppose they would give their time in this way if they did not recognize the value of the Association as a medium of protection for the retail trade? It is remarkable that so many merchants do not as yet appreciate it in the same way.

General Service.—It has always been and still is our aim not to turn down a request of any description. Through this department we are taking up complaints against wholesale houses and manufacturers, furnishing reports on different concerns, canvassing the retail trade for suppose,—employing help,—buying equipment, etc., etc. Right here I would like to urge upon you the importance of applying to us for a report on any concern unless you know them to be sound, and I might mention also that any company offering shares for sale to the public must first obtain a certificate from a Local Government Board and their stock salesman must hold a license which should be shown to every person they approach to buy.

Credit Reporting Department.—Our free service in collections has been taken advantage of with good effect. Thousands of dollars having been collected in this way. We are continually furnishing reports on applications for credit, which service has saved many of our members from opening bad accounts. Lost debtors have been traced and in many cases a collection effected.

Legal Advice is given on matters of minor importance, but we do not undertake legal action of any description.

Legislation.—Our Mr. Evans has also outlined to you what we urged upon the Government to grant us last session, but it appears that we were ignored altogether, with the exception of an amendment to the Small Debts Act, in spite of our having been led to believe that more of our requests would be granted.



F. E. Raymond,
Secretary Saskatchewan R.M.A.

The Retailers' Trust Company has not yet been put into operation, but it is hoped that before this Convention is over some steps will be taken in that direction.

Insurance Department.—Our Mutual Fire Insurance Company has made very satisfactory progress, and our service in checking the policies of other companies we believe is appreciated.

Traffic Department.—This is another valuable service, and Mr. Hamilton, our Traffic Manager, has recovered several hundred dollars in freight overcharges and claims, besides keeping a watchful eye on the matter of tariff changes in connection with which we have placed ourselves on record with the Railway Commission on more than one occasion.

Publicity Department and "The Retailer."—Mr. Kell, our Advertising Manager and Editor of *The Retailer*. will talk to you on these subjects, and also on the matter of collections.

Membership.—We now have a total of 156 Branches with a membership of approximately 1,500 in good standing (1,475 to be correct). It is gratifying to note the interest displayed by our members in general is constantly increasing, and also to know that the service we are giving is appreciated by those who have taken advantage of it. Even at the above figures we have only about fifty per cent. of the merchants in business as members.

There are a number of active branches throughout the province with a secretary employed to look after their interests. These branches are doing good work and giving a service locally that is appreciated.

I have tried to give you some idea of what we are doing at the present time, and now I would like to outline a few of the things we have in view. Our aim is to do everything possible for you with the money at our disposal, in fact I would like to make this Association such a factor in your business that you would no more consider dropping your membership than you would consider turning customers away from your door, and I believe it can be done by just simply keeping our different departments all together and gradually improving our service as circumstances warrant.

First comes our TRUST COMPANY. If you decide at this Convention to proceed with the development of this, it means a great deal to you in the service that we will be able to give you in case you should unfortunately find it necessary to call upon us.

Then again, I take the stand that there are none of us too old to learn. Subject to your approval, I would like to engage the services of men well qualified to teach advanced methods of Retail Merchandising. I believe that this would be appreciated and that it would help to a considerable extent in meeting outside competition.

There is also the matter of bookkeeping. We are being asked continually for information along these lines. I feel that there is the need for having some one, qualified to do the work, ready to answer these calls by a personal visit, which is much more satisfactory than trying to deal with them through correspondence. The wholesalers are impressing upon us the importance of having those of our members who have not already done so, instal a proper system of bookkeeping.

Now in regard to Credit Reports. I have said before that we are furnishing these reports daily, but I would like to be able to divide the province into districts, send out blank forms to merchants in each district, asking for a list of their customers with a rating on each, compile this information in the office and issue a summary of ratings, say every quarter, to every one of our members in any particular district. Of course, if they wished a summary for any other district than the one they are in, they would be able to get it upon request. I think any one of you will agree that this would be valuable information, —then, why not have it! It would not be necessary to include in this report any cash customer, or any one whose credit is known to be good. Just the slow and bad pays.

Another thing, we have felt for some time that our Collection Service does not go far enough. We have now practically decided to add a service for the collection of accounts on a commission basis which we believe will fill a long-felt want among the merchants in the province, and which we are sure will produce results.

Another feature I would like to call to your attention is the great moral effect that an association of this kind exercises throughout the province. By this I mean the deterring effect it has on false concerns who are thinking of of operating among our members. We believe that Saskatchewan is troubled less with this evil than any other province in the Dominion.

THE PRESIDENT'S ADDRESS

(Continued from page 27.)

When I saw that such a bill had been introduced into the House of Commons, I wrote our Dominion Secretary, and I want to read to you the letter I received from him in reply to this:

"A. A. Evans, Esq.,
"Outlook, Sask.

"Dear Mr. Evans:

"I was very much pleased with the letter you sent me with the newspaper clipping enclosed, showing the action that is being taken by Mr. Wm. E. Knowles, M.P., for the purpose of endeavoring, if possible, to prevent manufacturers from selling their goods on the Price Maintenance or Re-Sale Contract Plan.

"You will notice by the last report the action we have taken in this matter, and in the course of a few days you will receive a full report up to date as to the steps that have been taken to defend ourselves against this measure. It seems to me that a delegation of those who are on the same side of poltics, from Moose Jaw, should wait upon Mr. Knowles and endeavor to have him withdraw his bill.

"In the interview we had with Sir. Geo. E. Foster, Acting Premier, on Friday last, Mr. Crothers was present, when he stated that some large retail houses had written him, condemning the Contract Plan of selling goods. I asked him if the firms mentioned were not the T. Eaton Co. and the Robt. Simpson Co., and as he did not answer, I took his silence to mean consent, and we know now definitely who the people are that we have to contend with. We must do all we possibly can to prevent this legislation from passing, and also to have those who are at present persecuting the merchants through the Order in Council under the guise of investigating the high cost of living, removed. I shall keep you posted from time to time as to the development of my work.

"Signed, E. M. Trowern,
"Secretary Dominion Board."

There is one other matter which I would like to present to you, and we certainly regard it as a vital one. No doubt you are all well aware that at the Convention of the Grain Growers' Association of this province, which was held in this city in the month of February, that there was a resolution approved of by that association by which they would turn over their trading interests to the Saskatchewan Co-operative Elevator Company. Now, gentlemen, we have to look upon this with considerable concern. For as it is known to most of you, that past Executives of this Retail Merchants' Association took a very wise stand and one that has been approved of by this Association. That is when they said to the Government, "Give to the Grain Growers of this province anything, and everything which will help them in their agricultural work, but we do ask that if you give them any money that you shall give to the merchants in the retail business an equal amount. Now, we all consider that this was a fair proposition to make and one which we would feel jutisfied in standing by. But what do we find to-day? The trading interests of the Grain Growers' Association has not been a profitable one, and we are told that the Grain Growers' Co. of the Province of Manitoba have lost large sums of money in their trading operations. Now, then, why should we sit down and be content that the Saskatchewan Co-operative Elevator Company should enter into the mercantile trade, when 85 per cent. of the stock of this company is guaranteed by the Province of Saskatchewan?

We brought this matter to the attention of the Premier and Honorable Mr. Dunning, early in the month of March, and we are glad to tell you that no more patient and considerate hearing could have possibly been given to our presentation in any case, and they were good enough, and fair enough, to tell us that they had opposed the trading operations of the Grain Growers from the beginning. This matter was to have been brought before the Government Executive, and our association was to have had a letter from them in this matter. This was delayed, and on March 29 our Secretary, Mr. Raymond, wrote the Premier, and the following is a reply to Mr. Raymond:

"Premier's Office
"Regina, Sask.,
"April 16, 1917.

"Dear Sir:

"I intended replying to your letter of March 29 some time ago, but wanted to discuss the question involved with the other members of the Government before doing so. On account of the fact that a majority of my colleagues have been absent almost continually during the past two weeks, I have not yet been able to have a conversation with them.

"I might say, however, that I question very much whether the Elevator Company has legally the right to go into the retail business even to a limited extent, and I think you will find that their own solicitors will so advise them. That being the case there is no need at the present time of our dealing with the matter.

"I note your remark that the Retail Merchants' Association is opposed to the Elevator Company being allowed to take over the trading operations of the Grain Growers' Association. In respect to that matter I desire to state that when the question comes before the Government at any time in the future in a concrete way, it will receive the most careful consideration. We must, of course, keep before us the interests of the great agricultural classes of the province, and at the same time we must not do anything that will in any way prejudice the interests of the retail merchants of the province, who are very necessary in our economic organization.

"Yours faithfully,
"(Signed) W. M. Martin

"F. E. Raymond, Esq.,
"Secretary The Retail Merchants' Association of Canada,
"Saskatoon, Sask."

Now, gentlemen, this is a statement of the affairs in connection with this important matter as it stands to-day, and we leave it to you to decide as to what further action is to be taken on this matter.

It is quite true that this is an agricultural province, and it might be well for us to take stock of our province for a few minutes. We had on March 1st, 1915, 1519 elevators and warehouses with a capacity of 84 millions of bushels. There are 7 cities, 72 towns, 297 villages and 297 rural municipalities, 408 banks, 408 post offices, with a population of about three-quarters of a million, ninety per cent. engaged in agriculture, so that you see, we, the retail merchants are a part of that other ten per cent., and we cannot hope that numerically we have any power, but we can hope that we are a necessary part in the economic organization. The Agricultural Directors of this province are endeavoring to encourage mixed farming, and we agree with them, but we want to ask: "What are they going to do with the products from mixed farming? Are they going to send them down to the cities in Ontario and the United States to supply the manufacturers who forward the manufactured article back again to us in this province? Will not the economic way be to build up our manufacturers at home, and develop our natural resources?" Build up our retail trade and so develop the resources that we have within our own borders.

Gentlemen, I do not believe that the retail merchants in the city, town and village are receiving the encouragement that they ought to-day, but on the other hand are looked upon in the present time as increasing our prices without it being warranted.

A short time ago there appeared in the Toronto *World* an illustration which explains our case nicely:

Its place of origin was Port Hope. It appears that a farmer entered the place of business of a carriage dealer and announced that he wished to purchase a buggy. When told the price was $90.00, he said: "My father bought a buggy exactly like that for $60.00, twenty years ago." The dealer remembered the sale also and said: "Your father turned in 300 bushels of corn to pay for it. I will do better for you than I did for your father. You bring in your 300 bushels of corn and I will let you have in return one $90.00 buggy, one $75.00 wagon, one $20.00 suit of clothes, one $20.00 dress, one $5.00 baby dress, one crib, one $3.00 box of cigars, $10.00 worth of sugar, $10.00 worth of coffee, $10.00 worth of tea, $100.00 worth of gasoline, $17.00 worth of lubricating oil. The total figured up $365.00 at the present value of 300 bushels of corn. It is stated the farmer climbed back into his motor car, with the words: "I guess I haven't any kick coming on the high cost of living. Send out the $90.00 buggy."

CONVENTION NOTES

(Continued from page 25.)

prised at being excluded by the R. M. A. executive.

* * *

Anent this, an amusing story is told. A young man named Kell was in charge of the door, and any newspaper man gaining admittance had to secure a pass from him. The story is told that someone in the newspaper office called up one of the executive to ask permission for a reporter to be present, and was told to go to Kell. The telephone message was misunderstood, which accounts for the disastisfaction in the newspaper office.

* * *

When the delegates arrived in Moose Jaw, they got the impression that the whole town had been flooded with Welch's grape juice, as there was hardly a window in town that did not have a display. It appears that Brock, Kelly & Love, Ltd., wholesale fruit dealers, offered three prizes of $25, $15, and $10 for the best window. A. A. Evans, president of the R. M. A., and representatives of two trade papers, were chosen judges. The first prize was won by Kent & Brown, grocers, and the third by C. Williams, grocer, South Hill. The second was won by the proprietor of the Princess Cafe. The grocer handling Red Wing grape juice, not to be outdone, put in a splendid display next door to another grocer. It was reported that Greeks in town had several fistic encounters. One Greek would walk up the street to see what his competitor was putting in, and the other, thinking that he was stealing his ideas, warned him away roughly.

* * *

There were times when it was a moot question whether this was a Saskatchewan convention, or Manitoba convention. The representatives from Manitoba were very plentiful, and had considerable to say. It often happened that the delegates turned to them for advice on some matter which had been dealt with more fully in Manitoba.

* * *

It came as a great surprise to learn that the R. M. A. in Alberta has been suffering reverses; in fact, a resolution was carried that the work in that province be taken over by the Saskatchewan executive, who will do their best to put the association in Alberta on a sound footing, and hand them back any surplus revenue. An extra organizer will be engaged, making three for the two provinces. They will be assisted by a Ford car.



Attractively arranged interior of "Ferguson's" Grocery, 2070 Queen St. East, Toronto.

Making a Profit in Provisions

A Line That Needs Judicious Handling—How Waste May be Saved and Turned Into Profit—Hints From the Experience of Other Merchants.

SOME novel suggestions in connection with the handling and selling of cooked meats in the summer time have been worked out by Mr. Ferguson, of the Ferguson Grocery, 2070 Queen Street E., Toronto, who has made a thorough study of what is perhaps one of the most delicate lines carried in the modern grocery business. The result of his study has been the introduction into his business of a permanently profitable department in which waste has been reduced to a minimum and general efficiency has been greatly increased.

The Ferguson store contains a very effective display of cooked meats, attractively arranged on a marble counter about ten feet in length. All that is latest in the way of fixtures is in evidence, including the newest scales for weighing purposes, cutting machine, and refrigerator showcase. The latter is used exclusively for displaying the meats in the summer time, and the cold storage operations are supplemented with a large cabinet refrigerator in the rear of the store.

Making the Best of a Difficult Line

Mr. Ferguson fully believes that the cooked meat department is the hardest branch from which to make a profit, but as this line has to be carried for the convenience of customers, it is to the advantage of the grocer to make it as profitable as possible. To this end, and in view of the poor financial return that the department was making, Mr. Ferguson compiled profit and loss figures on some of the meats carried, and the result was somewhat startling. Notably was this the case in connection with the sale of bacon. Mr. Ferguson on cutting up an eight pound back of bacon found that one-quarter of a lb. was lost in string and paper while another half pound was lost in cutting and the small bone in the end. At the wholesale price of 40c per lb., and the selling price of 50c per lb., it is evident that the profit on the back of bacon would be 80c. Deducting from this figure the loss of ¾ lb. in waste, it leaves a profit of 50c on a back of bacon, against which time and delivery must be charged up.

These figures were largely representative of nearly every line of cooked meats, and such a situation required some thought and rearrangement. After some experimenting, Mr. Ferguson evolved a novel way to overcome the difficulty in the handling of bacon, and now has the meat already sliced up in small packages of about six slices. The advantage of this may not at first thought be quite apparent, but it lies in the fact that the whole piece of bacon is cut up and the customer is not given an opportunity to shun the bacon surrounding the bone at the end of the back. In this way every possible slice of bacon is sold and the end piece is divided up equally among the packages of centre bacon. This operation gives about 4 ozs. of end bacon to each package, and no difficulty has been experienced by complaints from customers on this score.

It is evident that this means of cutting and selling bacon effects a great saving in wasted meat, and Mr. Ferguson recalls the time when on a Monday morning he used to have thirty ends on hand after cutting up fifteen backs of bacon in the preceding week.

Owing to the great amount of waste, Mr. Ferguson has eliminated the sale of roast pork from his cooked meat department, but has displays of a liberal stock of all other lines such as cold tongue, sausages, bologna, brisket, bacon, and a few other varieties. Mixed in with the cooked meats are a few lines of dairy supplies and canned meats which, by means of effective arrangement and the use of up-to-date apparatus, combine to make up a highly appetizing and attractive display.

A WORD OF APPROVAL

We are glad to see Henry Johnson, Jr., back on the job with his common sense articles, and believe that you have one of the best grocery papers printed.

Yours truly,

George O. Merrett,
Simcoe, Ont.

Urge Necessity of Food Controller

Meeting of Bakers' Association Outlines Costs of Manufacture, and Emphatically Denies Charge of Profiteering—Lays Blame on Wheat Speculation—Urges Appointment of Controller of Cabinet Rank to Handle Situation.

A MEETING of the Bread and Cakemakers' Association held in Toronto on Tuesday of this week, discussed at length the serious situation arising out of the mounting price of flour and put themselves on record in a resolution to be presented to the government, as favoring the appointment of a food controller who shall be of cabinet rank, and have full power to regulate the manufacture, delivery and prices of all foodstuffs throughout Canada.

In this way the Bakers demonstrated that they are fully alive to the seriousness of the situation facing the people of Canada, while at the same time refusing to bear the onus of blame for the high price of their particular commodity. The blame was unhestitaingly laid at the door of the government who had permitted the food situation to come to such a pass without any definite action.

It is urged that the Food Controller should have cabinet rank in order that he might be clothed with authority sufficient to meet the situation.

Urge Food Dictator

E. Parnell of Winnipeg opened the meeting with a vigorous address. "We have endured this chaotic state of affairs long enough," he stated, "and the consumer has had to pay. Who is it he demanded who dictates the price to the miller to the baker and to everyone else? It is the wheat interests, and we must have food control in Canada as they have it in all other countries if we are to reach any solution of the difficulty." In conclusion, Mr. Parnell read a resolution that had been prepared setting forth fully the defence of the baking interests against the charge of undue profiteering, and proving by actual figures that the price changes that have been going into effect in different parts of Canada were forced upon the bakers, by the ever increasing price of flour.

The Resolution

The terms of the Resolution to be presented to the government are as follows:

Resolved: That we, the Bread and Cake Manufacturers' Association, representing as we do the baking trade of the Dominion, and believing that owing to the critical conditions now prevailing, caused by the extraordinary price at which wheat is selling, and which has resulted in the unheard of prices of flour, as well as all other materials entering into the manufacture of bread, along with the serious crop outlook for the coming harvest and the apparent misunderstanding by the general public as to the costs incurred in producing bread, in view of these conditions, it has been deemed advisable to call this special meeting of the association for the express purpose of considering the situation and placing before the Government and the public of this country a frank statement as it relates to the production of this very important article of food, and with market prices of wheat and flour still advancing there is no telling where the price of bread may have to advance to, said price being governed solely by these conditions.

Cost of Bread.

In dealing with the question of what it costs to produce and deliver a loaf of bread, there are five distinct headings under which the different items of expenditure can be classified, which are as follows:

Our chief raw material, flour.

Ingredients used in addition to flour, such as yeast, sugar, malt, salt, shortening, etc.

Manufacturing costs, which include all wages paid in factories, fuel for ovens and heating buildings, water, power, light, repairs and sundry other items.

Cost of delivery, which includes horse and waggon, maintenance, oats, hay, straw, bran, stable expense, express returned empties, wrapping paper, harness repairs, advertising, baskets, bread hampers, horseshoeing, all wages other than manufacturing, and other items of a similar character.

Overhead charges, such as depreciation, general expense, telephone, office supplies, taxes, rent, insurance, workmen's compensation, bad debts, etc.

Cost of Flour.

If you summarize your different expenses under these headings, then draw them together and divide by the number of barrels of flour used, you will get the exact cost per barrel of producing and delivering the same to the consumer.

But to enable the general public to fully grasp the situation and so that an average statement of costs outside of flour could be obtained, instead of taking an isolated case which might be misleading, we have secured figures from a number of firms in the central portion of the Dominion, which give the following result of cost per barrel, exclusive of flour, namely five-forty per barrel.

Flour to-day is quoted in central Canada:
First patents .....$16.50 per barrel
Second patents ..... 16.00 per barrel

Using half of each would average $16.25 per barrel.

In the eastern and western sections costs are considerably higher, so that by adding the flour cost to the other costs, as above set forth, it will give the total cost of a barrel of flour manufactured into bread and delivered to the customer. In the central section the weight of a standard loaf is 24 ounces. A barrel of flour with other ingredients will produce about 176 full weight loaves.

Warrants Action.

To-day the price of bread in the central group is 13c retail and 11c wholesale. This, with other contracts, nets the manufacturer an average of 11¼c per loaf; 176 loaves at this average price gives a net receipt to the manufacturer of $19.80 per barrel of flour. At to-day's prices of flour this condition shows a loss of $1.85 per barrel of flour to the manufacturer, who is purchasing his flour on the open market. These facts should explain to the Government and the public the very serious situation through which our Dominion is passing and which we as a trade believe warrants immediate action.

In view of this very critical situation, the Bread and Cake Manufacturers, in convention assembled this 15th day of May, 1917, believe that the time has come for prompt action by the Government in the appointment of a Food Controller with Cabinet rank, who should have full powers to deal with and regulate the manufacture, delivery, prices and use of all foodstuffs throughout the Dominion, and this meeting pledges itself to do everything in its power to co-operate with and help such an official in the discharge of his onerous duties. (Signed) D. M. Todd, President; W. E. Trent, Secretary.

Mark Breden of the Canada Bread Company when seen by a CANADIAN GROCER representative on Wednesday stated that the resolution represented that actual situation that faces the bakers.

New Condition Has Arisen

In former years it had been the practice of many Bread Companies to purchase large stocks of flour ahead, his company had been accustomed to purchase a year's supply, but a year ago with prices already high and the possibility of Russian wheat being released to send the market tumbling, they had not thought it good business to purchase so far ahead, and consequently bought only a few months supply. When this was exhaused the situation had become so serious that purchases were made for a still shorter time, and at present their firm was working on nearly present purchases of flour. Many smaller bakers were actually being compelled to go into the market from day to day to purchase their requirements. This under present prices was practically ruinous, as even with the present increases there was no profit to be made. Mr. Bredin attributed the difficulty to wheat speculation. He did not believe that the price paid for wheat was justified, though the price of flour he thought was amply justified by the wheat market prices. It was impossible to state however Mr. Breden concluded that even wheat prices were out of reason because we were not actually aware of what proportion of the available Canadian supply was held under contracts to the British Government. If these contracts were anything like half the available supply then even the high wheat prices might be justifiable. The Food Controller would be in a position to learn the facts. As far as was publicly known the British Government had stopped buying at $2.30. At that price the present advance would not have been necessary. Indeed at that price bread could have still been sold at 10 cents a loaf.'"

Among those present at Tuesday's meeting were Mark Bredin, Canada Bread Co.; John Turnbull, President of the Nasmith Co.; E. Parnell, representing interests in Winnipeg, London and Toronto; D. M. Todd, Oshawa; James Strachan, Montreal; J. Bridge, with bakeries in London, Sarnia and Windsor, and H. E. Trent of the Fleischmann Company.

TRADE EXPORT RESTRICTION ENLARGED

C. H. Wicks, Trade Commissioner for the Imperial Government advises that there have been a number of articles added to those forbidden for exported from the United Kingdom.

This new list includes among other articles enumerated, mineral waters, beer, ale, candles, paraffin wax. The enlarged restriction became operative on May 1st.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.
ESTABLISHED 1886.
The Only Weekly Grocer Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - *President*
H. T. HUNTER - - - *Vice-President*
H. V. TYRRELL - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES:

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, MAY 18, 1917 No 20

EDITORIAL BRIEFS

AND now they say that the Tobacco crop is falling behind. This, of course, is preparatory to increasing the price. This is the "most unkindest cut of all."

* * *

THE hens are still holding out on the price of eggs. Take a hint from us friend hen. If this sort of thing keeps up we'll have to get Mr. Edison to invent a substitute for you.

* * *

SEEMS as though they had quite a cheerful time out in Moose Jaw. Judging from the report published in this issue there must have been some live talkers gathered together.

* * *

SOUTHERN Virginia promises a crop of considerably over two million barrels of potatoes, and they won't be long in getting to the market either now. It's long odds that the Virginia variety will not cut such a high price figure as the home grown article.

* * *

ROSY visions of days gone by are recalled when we read of the declaration of a boycott on canned tomatoes by the Housewives' League of Quebec City. To be making attemtps to lower the prices of this commodity in this manner when the shortage of canned tomatoes is as acute as it is to-day, is expecting rather much of the faithful boycott.

* * *

THE Americans are certainly handling the difficult Cannery situation in a way that demands admiration. Can makers, canners, wholesalers, are getting down to real business and are actually considering the interests of one another and the country at large. It is not a bad type of patriotism this.

* * *

HOW Canada can save two million bushels of wheat a year by the Government making the regulation that the use of roller flour containing 76 per cent. of the flour, be permitted till the end of the war, was recently outlined by Mr. R. N. Price, President of the Empire Flour Mills. Mr. Price states that this flour, which costs $1 per barrel less than the present high grade flour used, makes bread equally palatable and more wholesome than white bread. Here's a cheering thought for eaters of 12 cent bread.

AN IDEA OTTAWA MIGHT EMULATE

IN THE United States, a number of firms were requested to tender for large contracts to the American Government. The tenderers, no doubt, chuckled to themselves as they counted the handsome little fortune represented by the, not too modest, difference between their purchase price and their tender. Mr. Wilson, however, had slipped a Joker into the pack, quite contrary to Hoyle of course, at least, to the Hoyle the government profiteers swear by. The way the little game was worked was this. Those goods offered by tender were taken over with the terse information that "Mr. Wilson will set the price." Now, the inferenee not unnaturally is that Mr. Wilson will make some few inquiries before he pays for these goods. It looks as though the gentlemen will have to put their cards on the table.

PROTECTING THE CANNERS' INTERESTS

AMERICAN Canning Interests, are acutely conscious of the varying problems that are facing them at the present time. Not only is the tin plate and labor situation about as serious as it could very well become; so serious in fact that in regard to the latter element alone, those best qualified to speak on the subject state that in the United States there will only be sufficient labor to produce half the normal capacity of the Canning plants of the Untied States. If this is the case across the line it is surely much more so in this country. But there is still another difficulty that is staring the canner in the face. Lack of production has become another factor of danger. So much stress has been laid on the necessity of grain and potato crops, that there is a tendency to influence the farmer against the production of other crops. An over production of potatoes would not compensate for the shortage in canned goods. This is a point that might well be considered in all this agitation for increased production.

CHEERFUL TRADE REPORTS

OPTIMISM is the keynote of reports of trade conditions from all sections of the Dominion, and with a little more seasonable weather, an active distribution of spring goods is expected to take place. Grocery lines are reported as moderately active with all prices holding firm. Montreal reports indicate a broadening out of spring business, both wholesale and retail, and the opening of navigation will be a considerable help along this line as it will mark the

beginning of an extensive movement of goods which have been accumulating. Ottawa reports that mercantile business is shaping up well, and milder weather has enabled farmers to start spring operations in earnest. Other Ontario reports indicate that farm work is in full swing and produce prices are very steady. Equally cheerful reports come from the West, and complete confidence is expressed that increasing trade activity will continue.

TO ELIMINATE FOOD SPECULATION

WHAT is designed to be a knock-out blow to food speculation in Ontario, is the action of the Windsor, Ont., City Council, who have appointed a representative to make application to the Legislature for an Act authorizing cities to pass by-laws without assent of the electors for borrowing sums that may be necessary for the manufacture or purchase of supplies of food and fuel, and the selling and disposing of the same to residents of their municipalities and for the establishment and maintenance of stores or places for such manufacture, sale and disposal provided that the by-law is passed by a two-thirds vote of all members of the Council.

If the resolution lives up to its wording it will deal a death blow to the so-called exorbitant profits of middlemen, and eliminate profiteering by speculation. Foodstuffs and fuel will be sold to consumers at a trifling advance above cost under the new plan. What high minded disinterested folk city councillors become as soon as they are elected.

How pathetically willing to sacrifice the profits of others.

FOOD HYSTERIA

THE *Canner* of Chicago, is greatly incensed at the attitude the newspapers are taking in regard to food shortage. Here is a clipping from a recent editorial:

> "Our newspapers go right on creating 'food hysteria' by making the housewife believe the country is on the verge of famine. They go right on doing their best, without intending to, to produce panic. Every morning they din into the people's ears tales which impress them that starvation stares them in the face. It's great stuff they are printing, our free and independent press! They have frightened the women of the country into hoarding; they have made the housewife run up prices on herself as they were never run before."

There is a lot of hard, common-sense in this viewpoint too. There is nothing like excessive buying to force prices upward. It is always a question as to why it is necessary to thoroughly scare people before any results can be obtained. Yet that is the system usually adopted by the newspapers to achieve their ends. As the *Canner* points out, in this case at least the system defeats its own ends.

WHAT ABOUT WASTING GRAIN ON LIQUOR

THE United States Senate almost gained a name for itself by taking one great forward step for conserving the world's food supply. Almost, but not quite. They tottered on the brink of sensibility for some time, but after endorsing the Cummins Bill, an amendment to prevent the use of grains, sugars and syrups for the manufacture of intoxicating liquor during the course of the war, on Saturday, it ultimately tottered back and finally defeated the measure on Monday of this week.

There is something pitifully unconvincing about a government that weeps over the shortage of food, and permits bushels of grain to be withdrawn from consumption for the manufacture of liquors. We are drowning in crocodile tears.

HOW LONG WILL WE STAND THIS JUGGLERY OF WHEAT?

IN Toronto, as in many other places bread has again advanced in price till it has now reached twice the price that it was prior to the war. There have been a good many jokes made at the expense of a commodity that increases the cost every few days, yet behind this levity there is something that is really and desperately serious. We are in the war, and times are hard and food is scarce; we are ready to admit all these facts, we are ready, moreover, to bear these increased costs where they are proved necessary. But there has been no proof yet adduced to prove that there is a necessity for these persistent increases. The small baker who buys from hand to mouth, may be traveling on the ragged edge of danger, but the most of our city bakers are still baking flour bought months ago, when the absurd prices now being paid for this commodity were hardly dreamed of. They are making money, but the price goes up. Nor are they entirely to blame. No one after recent experiences will attempt to prophecy to just what heights necessities may soar, as they are protecting themselves against a possible evil day. If it comes they do not intend to suffer greatly, if it does not come, well, there will be a substantial dividend.

Meanwhile the poor man is made to suffer in a manner, entirely out of proportion to the needs of the time. Times are serious. Well we know it. They are not, however, more serious here than in England, and there is no justification for bread, in a grain growing country, being higher than in the countries who are at present within the sound of the guns.

What is the answer. Simply this that wheat should not be made a lever to boost the price of bread. It is for the Government to decide what wheat is worth, and to set that price. It is for them to see that men do not gamble with the food of the poor.

Hitching Harvard Sheets to My System

Elimination of Some Headings and Blending of Others — Danger of Considering Freight, etc., as Distinct From Merchandise Cost.

by Henry Johnson, Jr.

THE following inquiry seems to require some review of Harvard Sheets as used with my journal system:—

W. Va., March 26, 1917.

Dear Sir,—We are figuring on a change in our bookkeeping methods and would like some advice.

We are doing about $4,000 worth of business a month, 60% credit and 40% cash. Force consists of manager, two clerks, two drivers and bookkeeper, who works about two hours each day, spending the rest of his time elsewhere. We have extra help on Saturday and special sale days. We use two autos for delivery. Our expenses last year were $7,000.

We have looked into the Harvard system of accounts, and also the one prepared by the Federal Trade Commission. We cannot decide which one of these suits our business best. We have also considered taking some of the suggestions of these systems and working them into our old system.

Advice or suggestions will be much appreciated.

Yours truly,

M. G. C.

Harvard Sheets Are for RESULTS Only

Every practical essential for accurate accounting seems to be embodied in the Federal system. Trouble is, it goes far beyond the requirements of small merchants, calls for a lot of analytical study and selection, and thus is apt to confuse rather than enlighten the average small merchant. In fact, one must be somewhat of an expert to get anything out of it. So I pass that up in talking to grocers doing up to, say, $100,000 business.

On the other hand, the Harvard Sheets provide for bald tabulations of results only. These results are admirable — just what we need in our business, no matter how small it is—but we must provide some way of leading up to those totals. I am not satisfied, for example, to enter $25 in my advertising column without some indication to whom that money was paid. Hence, my journal is preferred to Harvard sheets "GM" for daily work. But sheet "GM" should be kept before us constantly for its valuable hints and suggestions relative to what factors enter into cost, expenses, etc. Nothing could be more conducive to great care in business than the details of various forms of expenses printed on that sheet.

But "Publication GY" can be substituted for my ledger so far as a daily, monthly and yearly tabulation of results goes. You must use my ledger just the same for consecutive record of all basic accounts. For example, you have no place of "GY" to show value of fixtures, nor the investment in delivery equipment, nor what you do with surplus, nor for handling rents received and expenses incurred in case of property owned, nor any other means of keeping track of investments outside of business, etc. And, since only one sheet is needed for the records of a whole year, "GY" is mighty convenient and compact; for, consider that 25 sheets will show you results of 25 years' business for ready reference, comparison, etc.

Suggested Omissions and Amalgamations

"GY" as it stands was designed, I believe, for the shoe business. As such, the Gross Sales, Returns and Allowances, and Net Sales are all useful; but for retail grocers, the first two are superfluous. All we need is to keep track of Net Sales, since little adjustments here and there are made through quick refunds, which are accounted for through "over rings" in the register, or deductions from charge slips, etc.

But there is reason of vital character why the segregation of "Freight, Express and Cartage on Mdse" should NOT be made. That is the great danger that thus such items will not go directly into COST OF GOODS—and that is where they belong. Have you received a lot of coffee billed at $30, and is the freight thereon 45c? Then it cost you 1½ per cent. to get that coffee as far as your station. Do you haul it in your own auto? Well, do not deceive yourself with the idea that thus hauling costs you nothing. No; the right way is to ascertain what a local drayman will charge you on contract to haul your goods. Then take your invoices, get gross weights on them, compute cost in percentages, or per pound, as if you had the drayman haul for you; and very soon you will have data very accurately figured and classified for each kind of merchandise. Thereafter, add such drayage, freight, etc., directly to costs before they go into cost book. That book I have not yet described; but I shall do that very soon since it is the prayer-book of your business, even as the ledger may be called your bible.

Do NOT give barn or delivery expense any credit for the hauling charge Just add all costs of getting goods into your store directly to **Cost**, and let such items operate as extra buffers to offset items not considered—and then seek to consider EVERY item of cost. Get me? It is MOST VITAL that you know your costs at the MAXIMUM every time.

This is why the account with freight, etc., should be ignored on your Harvard Sheet "GY."

Delivery Depreciation Important Expense

Item No. 34 is "Depreciation Store Equipment (— per cent.)" But there is no corresponding line under Delivery Expense. Here, again, is where the journal comes in for details. For, while 10 per cent. is the correct rate of depreciation on Fixtures generally, 20 per cent. is what you must wipe off your Barn Equipment account — wagons, autos, harness, etc.—every inventory.

Again, the sheet GY provides no place to account for customers' accounts. Hence, these must be included in the Mdse item, as I have indicated in previous articles. But the line No. 40 can be used in fine shape; for there you will enter (1st) items of actual loss so far as you know or can estimate them; and (2nd) 10 per cent. depreciation on the remainder of the total of accounts outstanding.

I wish I might get some discussion of this from some of you; for it also is a vital matter, but somehow does not seem to impress you very pointedly.

Your entry, therefore, in "X" column, of item No. 4 will be made up of your net inventory plus your discounted customers' accounts at the beginning of the period—all as detailed in my previous instructions for the operation of my own system—and such entry must be taken from some other detailed record, or, as stated, my journal.

Likewise, your entry on line No. 11 will include not only what is indicated, but your accounts outstanding, discounted and trimmed as at the beginning of the period.

Thus, as I have said, sheet "GY" is O. K. for a record of business operations; but my ledger must be used as a permanent record of what sheets GY show as well as all the cardinal or basic accounts of the business.

If it seems desirable that I go into fuller details of how Harvard may be adapted to our retail grocery requirements, I shall be glad to do that on request.

EASTERN CANNERS MUCH PERTURBED

The serious attention of New Brunswick Canners has been drawn to the problem of disposing of the surplus lobster pack, arising from the British embargo as it is felt that the United States markets will not absorb much more, and the domestic markets will take only a portion of the extra quantities available. The circumstances have rendered it necessary to find new markets, and hope is held that the solution may be found in direct shipments of consignments formerly shipped via England. The part England has taken in the distribution of Canadian lobsters is evidenced in the fact that in 1914 no less than $180,000 worth of Canadian lobsters reached South America, but almost entirely via England. Shipments to South Africa and Australia were similarly dealt with. It is suggested that these shipments be made direct provided the sale can be made and the business end transacted through London as usual.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



MARITIME PROVINCES

A. H. Marquis, grocer of Chatham, N.B., is dead.

Mrs. H. Green has purchased Mrs. Lemon's grocery business in Metcalfe Street, St. John.

J. H. Davidson, who for many years conducted a large retail grocery business in St. John, died after a lingering illness on May 7.

Mrs. W. D. Carten, of West St. John, has sold her grocery business to S. Brown, who formerly was located at Belleisle, N.B.

The wholesale grocers of St. John have agreed to close their offices at five o'clock during the months of June, July and August, as usual.

L. W. Lehrle, maritime traveller for Purity flour, has been bereaved by the sudden death of his wife at his home in Hampton, N.B., on May 8.

J. A. Lipsett, retail grocer, Brussels Street, St. John, N.B., has sold out to Byron Brothers, who formerly conducted a store at Norton, N.B.

John N. Elmore has bought out the interest of Frank T. Mullin, of the firm of Elmore & Mullin, wholesale grocers, St. John, and will continue the business.

The Mills, Eveleigh Co., Ltd., who have conducted a large grocery and general store in Sussex, N.B., for the last twenty years, are advertising their business for sale.

H. W. Woods, ex-M.L.A., who conducted a large grocery and general store at Welsford, N.B., has been appointed Post Office inspector for the Province of New Brunswick.

The bondholders of Primecrest Farms, Ltd., who took over the extensive business at St. John to protect their $60,000 interest, have reorganized under the name of the Pacific Dairies, Limited, and are continuing the business.

The recent heavy advances in flour have made sales very light. Consumers are buying mostly in small quantities in the hope of a drop, and retailers and jobbers seem to be doing the same, the result being that the market is more quiet than for many years.

The information supplied by local dealers to the effect that the Government estimate of a 500,000 bushel surplus of potatoes in New Brunswick was unfounded has been borne out by a more recent estimate from Ottawa of 70,000 bushels as the New Brunswick surplus. Dealers are inclined to regard even this as rather optimistic.

The provincial stock of potatoes will be depleted but little more by shipments to the West Indies, as the season is practically over. Much of the Westmoreland County crop goes to the West Indies, and Hon. O. M. Melanson, one of the largest shippers, says that this has been one of the most successful seasons for the growers of his county.

The early closing movement has spread to the retail merchants, and is rapidly gaining ground. At a meeting on May 10, the leading retail merchants of the city agreed to close at five o'clock for the three summer months, if the practice could be made universal throughout the city. The only objection was on behalf of the north-end grocers, who feared it would interfere with their river trade.

Allan H. Wetmore, of Puddington, Wetmore, Morrison, Ltd., presided at a dinner held by St. John merchants to consider plans to aid in the increase of food production. Those present pledged themselves to endeavor to enlist their employees for work on farms during their vacations at soldiers' pay of $1.10 a day. Some of the employers also pledged themselves to work on the same terms, the list being headed by Mr. Wetmore and T. H. Estabrooks, of Red Rose tea.

QUEBEC

James Kilgallon, grocer, has moved to 427 Wellington Street, Montreal.

E. Gervais has opened a new store for groceries at 5278 Sherbrooke Street, Montreal.

L. Rivat has moved his liquor department to 2043 St. Catherine Street East, Montreal.

J. W. Mersereau, maritime sales agent of the Robin Hood Mills, Ltd., spent the week-end in Montreal.

J. Brisebois has purchased the grocery store of J. E. Poirier at 990 Ontario Street East, Montreal.

L. J. Bonin has moved to 207 Gauthier Street, Montreal, where he has opened a new grocery establishment.

P. Ambrose has moved his liquor department to 49 Bleury Street, Montreal, where he has also his grocery store.

J. O. Deziell has opened a store at 630 Lafontaine Park, with groceries, etc., in a location which he formerly occupied.

J. E. Hunsicker, grain merchant, Montreal, who has been indisposed lately, was back at his office this week for a short time.

A. J. Whimbey, formerly of Cincinnati, O., U.S.A., was a visitor to Montreal this week, and looked up old friends in business circles.

P. Charron, merchant, Longueil, has resumed business there in his former location after a period of retirement from the grocery line.

J. B. Vinet has sold his grocery department to M. Bourdon, formerly one of his assistants. The business is established at 8629 Craig Street E., Montreal.

L. L'Anglais of Petit Rocher, N.B., was a business visitor in Montreal last week, calling at the offices of the D. Hatton Co., Bon Secours Street.

H. P. Cowan, General Manager of the Cowan Cocoa and Chocolate Manufacturing Co., Toronto, spent a business visit in Montreal during the past week-end.

Mr. Peter Kearney of Kearney Bros., Tea Merchants, Montreal, is much improved in health of late, and has been spending a week's trip at Cliff-haven, journeying there by motor.

A. H. Ewing, of S. H. Ewing & Sons, Montreal, has returned from a visit to Toronto and Hamilton, during which he was accompanied by Mr. Marshall of Jardine Matheson & Co., London, England.

Fortin & Fils, grocers of Montreal, have dissolved. J. A. Fortin continuing.

Harper R. Gray, Manager, Gunn Langlois et Cie, Montreal, has returned to the city after a week spent out of town on business.

The offices of the W. R. Grace Co. in Montreal will before long be established in the Dominion Express Building on St. James Street, with Mr. Roberts in charge. Removal from the Lewis Building is being carried out.

J. L. Freeman, manager in Montreal for H. D. Marshall, broker, was taken suddenly ill with appendicitis last week. An operation was successfully performed, and Mr. Freeman is making progress as rapidly as can be expected.

Montreal Produce Merchants' Association of the Board of Trade, at a special general meeting last week, passed a resolution to the following effect:—"That the members of the Montreal Produce Merchants' Association desire to place on record their willingness to co-operate with the commission appointed by the Imperial Board of Trade to purchase Canadian cheese in every and any way possible in the purchasing, handling, and distributing of cheese."

W. J. Baker, sales and advertising manager, The Chisholm Milling Co., Ltd., Toronto, was a visitor in Montreal last week, transferring the firm's agency to Mr. H. D. Marshall, broker, Lake of the Woods Building. Mr. Marshall will look after the entire province of Quebec for the Chisholm Co. Mr. Baker had been visiting Halifax and St. John, where he found demand for cereals, etc., far exceeding supply. He predicts for the consumer much higher prices owing to poor crop outlook and general prices of grains.

On the return of Charles Bishop, C.E., from a trip to the lower provinces last week, further steps were taken in the preparations for the construction on the property on Bon Secours Street, owned by the D. Hatton Fish Co., Montreal, of their new four-storey cold storage and refrigerator plant. This plant will when completed early in the fall, be able to take care of 10,000 pounds of fish per day, and will be one of the most perfect

on the continent. Perfect insulation is provided for, and by a system of two units of machinery, each one of which is capable of taking care of the refrigeration needs of the building in twelve hours' run, the plant is made break-down proof. Elevators of the latest type are to be installed, and altogether the plant will cost $30,000.

ONTARIO

J. E. Harb, grocer of Port Colborne is dead.

A. Laforet, of Windsor, has sold to Morand Bros.

Royal Coffee Company, Toronto, has changed ownership.

J. J. O'Connor, baker and confectioner, of Renfrew, has sold out.

J. V. Coon, general store, Havelock, has sold to A. O. Sawyer.

G. E. Taylor, of Paris, Ont., has been succeeded by Taylor & Wells.

H. R. Hooper, grocer of London has been succeeded by J. Gillett

F. T. Hill & Co., Ltd., grocers, Toronto, are closing their Toronto branch.

Genesee Pure Food Company is erecting a new factory at Bridgeburg, Ont.

Brown's Bread, Limited of Toronto has been granted an Ontario charter.

Cream of Rice, Limited of Toronto, has been granted an Ontario charter.

J. N. Schilz, general store merchant of Renton, Ont., has sold to H. E. Stuart.

Union Fruit & Produce Co., Ltd., of Toronto, has been granted an Ontario charter.

E. Philip, general store merchant of Routhier, Ont., has been succeeded by G. Seguin.

E. D. Holliday, general store merchant of Cayuga, Ont., has moved to Simcoe, Ont.

Ham & Grant, general store merchants of Englehart have been succeeded by C. H. Ham.

Dominion Sugar Company of Chatham, donated $10,000 to the Canadian Patriotic Fund.

North Side Trading Company, grocers of Fort Frances, Ont., have commenced business.

H. T. Flynn, general store merchant of Gracefield, Ont., has been succeeded by Flynn Bros.

W. J. Baker of the Chisholm Milling Company has returned to Toronto, from a two weeks' trip to the Maritime Provinces. Mr. Baker reports conditions in the Eastern section of the Dominion in a thriving condition.

Thomas J. Lipton tea company are moving from premises they have occupied at 5 Front Street East, Toronto, for a number of years to larger premises at 24 Front Street West. They expect to be in their new premises by June 1. The company is also adding an auto delivery truck for the Toronto trade and four runabouts for their Ontario travelers.

WESTERN PROVINCES

Port Renfrew Packing Co., Ltd., is establishing a cannery at Pt. Renfrew, B.C.

H. Woodhead has opened a grocery store at Morris, Man.

Vincent Galuci, grocer of Saskatoon, Sask., was burnt out.

Geo. Yost, grocer of Winnipeg has sold to W. J. Shepherd.

MacLaren Grocery Co. of Moose Jaw, Sask., has dissolved partnership.

Excelsior Produce Co., Ltd. of Moose Jaw, Sask., has been incorporated.

Central Grocery of Craik, Sask., has been succeeded by Stevens Grocery.

Kerr and Porterfield of Calgary, Alta., have opened a grocery store.

Provincial Produce Company of Winnipeg, Man., has commenced business.

W. A. McKnight's grocery business of Killarney, Man., was destroyed by fire.

Gallagher Bros., grocers of Elmwood, Man., have dissolved, F. Gallagher retired.

Partington and Mawson of Winnipeg, Man. are being succeeded by C. G. Carter.

D. L. McKinnon, general store merchant of Mitchelton, Sask., has discontinued.

J. M. E. White, general store merchant of High Bluff, Man., has sold to J. Giles.

A. F. Deruchie, general store merchant of Mulvihill, Man., has sold to W. C. Allan.

Wilton & Co., grocers of Winnipeg, Man., have been succeeded by Moffett & Douglas.

W. H. McBrien, grocer of Tompkins, Sask., has been succeeded by Warren & Willows.

M. McLeod, general store, of Sandon, B.C., is incorporated as the Slocan Mercantile Co., Ltd.

Elizabeth Moody of Manitou, Man., has been succeeded in the grocery business by J. Lloyd.

Work started last week on the first section of the large new Eaton building at Saskatoon, Sask.

Tisdall's, general store merchants of Morse, Sask., has been succeeded by Harder & Sawartzky.

Great West Merchantile Co., Ltd., general store merchants, of Lestock, Sask., have sold out.

C. E. Craemer, general store, merchant of Lancer, Sask., has been succeeded by Waugh & Martin.

McLeod & Tattrie, general store of Silverton, B.C., is incorporated as the Slocan Mercantile Co., Ltd.

Hon. Hugh Armstrong of Portage La Prairie has aceepted the position of Western manager of Booth Fisheries Co., of Canada, Ltd.

H. P. Pennock, head of H. P. Pennock & Co., Ltd., manufacturers' agents, Winnipeg, was in Toronto early this week, later leaving for Montreal.

Messrs. Weston and Truesdale of Winnipeg have been appointed sole distributors in Western Canada for the Fernandina Packing Company of Viloxi, Miss.

Messrs. Watson and Truesdale of Winnipeg have been appointed representatives of the Crosby Molasses Co., Ltd., of St. John, N.B., in the provinces of Manitoba and Saskatchewan.

FORT WILLIAM R.M.A. HOLD PLEASANT GATHERING

Interesting and Instructive Addresses Delivered at Luncheon of Fort William Merchants—W. A. Dowler and G. R. Duncan Receive Enthusiastic Reception

At a recent luncheon held by the members of the Fort William Retail Merchants' Association in the Hotel Victoria, Fort William, a very pleasant and profitable evening was spent. The chair was occupied by the president of the local association, R. E. Walker. The speakers of the evening were Alderman G. R. Duncan and W. A. Dowler, K.C., president of the Board of Trade.

Alderman Duncan spoke on co-insurance. He contrasted the advantages system and disadvantages of this system of insurance as compared with the straight fire insurance. Alderman Duncan held that with the grocer with little means of keeping a day-to-day inventory, the straight fire insurance was a much safer policy to take than the co-insurance, despite the somewhat lower rate of the latter. To make the system of co-insurance a system that insured the actual cash value of the goods at the time of fire, it would be necessary for the grocer to originate some system of having a daily inventory of his stock. If this could be done, this system might work out to the advantage of the merchant, but unless it could, the merchant was safer with the regular fire policy.

Mr. Dowler, in his address, drew a vivid comparison between the retail methods of half a century ago with those in vogue to-day. The era of long credits and slipshod methods compared with the keen competition, efficiency and public service of to-day. He touched on the methods employed by the departmental stores, and pointed out that in these methods the retailer might often find very helpful suggestions. He concluded by an impressive description of the great district that was at their doors and the almost limitless opportunity that lay before the merchants of the district.

A hearty vote of thanks was moved by E. R. Gavin and Chas. Sills. The business meeting that followed the social session dealt only with routine matters. The luncheon was most thoroughly enjoyed by all those who were present.

FORT WILLIAM AND PORT ARTHUR MERCHANTS AS GOOD SAMARITANS

The retail merchants of Port Arthur and Fort William recently completed a canvass of their members for the laudable purpose of providing the material to rebuild the home of Mrs. Richard Hunt, near Kakabeka Falls, which was burned down this spring while her husband was away at the front.

The case was such a worthy one that it was brought to the attention of the two associations, and a canvass of the membership provided the money for all the necessary materials to rebuild the home. The two associations between them contributed in the neighborhood of $250.

TORONTO GROCERS WANT MORE PROFIT FOR SELLING BREAD

At the Monday night meeting of the Toronto Grocers' Section of the R.M.A. the matter of the increased price of bread was brought to the attention of the meeting by a petition from many grocers from the Western end of the City stating that the margin for handling bread was not sufficient, and urging the section to refuse to handle bread unless the selling price was made more satisfactory to them. It was urged that though the amount allowed them per loaf for selling the same as it had always been, the price had doubled and hence their percentage profit was only half of what it had formerly been. F. C. Higgins and Neil Carmichael were appointed a committee to present this view point to the bakers and to try to arrange some more satisfactory price.

ADVANCE MARKET INFORMATION

Almonds.—Recent reports from Sicily indicate that there is a great falling off in the almond crop of that section. It is estimated that the crop is only one-third of 1916. Business is already being done for October delivery, and at very high figures.

Rice.—The crop of Japanese rice is officially reported to reach 298,466,706 bushels. This is an increase of 12,169,-156 bushels over the crop of last year.

BermudaOnions.—The acreage under cultivation this year is lighter than last year, and the prospects are not bright owing to the excessively dry weather. It is estimated that the crop will total 135,-000 crates.

Olives.—It is reported from the olive section of California, that the olive crop has not been damaged by the frosts of the past month or so and show a present indication of a very satisfactory crop.

Cabbage.—The acreage planted in cabbage in the Southern States is reported to be practically double that of last year. Severe damage was done to this crop in all the States by the frosts of January and February last. It is estimated, therefore, that the crop has been reduced about 50 per cent. This should bring the actual crop to about the same quantity as last year.

Cantaloupes.—Twelve thousand, seven hundred acres of land in the Imperial Valley, Cal., have been planted to cantaloupes this year. It is estimated that the 1917 cantaloupe acreage is 4,000 acres greater than that of 1916.

Egyptian Onions.—United States consular reports of recent date states that the area under onion cultivation is considerably smaller than that of former years, and the crop generally is not showing as satisfactory a condition. Harvesting is practically completed.

BRANTFORD GROCERS MEET

There was a meeting of the Brantford Retail Merchants' Association held on Monday night of this week. The Provincial Secretary W. C. Miller was present and addressed the association on some matters that were of vital interests to the retailers in general.

Ontario Retail Merchants Association Takes Up Grocer's Case

The Case Where a Woman Who Fell in a Grocery Store Was Awarded $1,500 Damages, Has Been Re-opened at the Request of Retail Merchants to Permit of New Evidence —Dangerous Possibilities in Such a Verdict

SOME few months ago a customer in the store of R. Higgins & Son, Yonge Street, Toronto, slipped in some manner, and in falling fractured her leg. In the litigation that has followed, a precedent has been laid down that might well be of serious moment to every grocer, or, in fact, for that matter, anyone in the retail trade.

The facts of the case are these: This customer in some manner slipped while in the store. There was no reason for this that might justify a charge of carelessness; there were no repairs under way, nor were there any obstructions of any character on the floor. How this woman came to fall, no one seems to know. The important item is that this customer took a civil action against the owners of the store for $5,000, and retained W. A. McMaster to handle the case The defendants, on the other hand, knowing the facts of the case, did not believe it possible for the plaintiff to make good her case, and consequently did not make any great effort in defending it.

As a result, when the matter actually came to trial a few days ago the jury awarded the woman $1,500 damages.

Now, the point of the whole matter is not so much the individual case, but the precedent that such a case would give for further actions. Any person who received an injury in any retail store, no matter if that injury were the result of personal carelessness or not, would under the precedent set by this case be liable for damages, to any extent that a susceptible jury might consider right.

Because of this wider significance, the Provincial Retail Merchants' Association has taken upon itself the burden of contesting the case. Hartley Dewart has been retained for this work, and already application has been asked and granted to reopen the case to permit of the introduction of further evidence. It is rumored, too, that this evidence may be of a somewhat startling nature.

BULK SALES ACT DELAYED THROUGH CARELESSNESS

As matters at present stand the Bulk Sales Act does not become effective until October, 1918. The reason that this much desired Bill is placed thus far into the background, is the result of carelessness for which the average grocer would probably fire his junior clerk.

It appears that the Bill as originally presented called for it to become operative in October, 1917. Through some clerical blunder however the date appeared on the finished Bill as January 1918. This mistake was of course noted when the Bill was read over and it was explained that the correct date should be October 1917. The name of the month was changed, but the change went no further, so the Act as it has finally been passed sets the date of operation at a year from the coming October.

Efforts are being made to get the date changed while in the hands of the law clerk. It is very doubtful however if any such action will be permitted. If it fails the only recourse is the one proposed by V. A. Sinclair of Tillsonburg the proposer of the Bill, an amendment to the Bill advancing the date of its operation.

MOTHER OF E. M. TROWERN DEAD AT ADVANCED AGE

E. M. Trowern of Ottawa Secretary of the Dominion Board of the Retail Merchants' Association, was in the city the end of last week attending the funeral of his mother which occurred on Thursday of last week. The late Mrs. Trowern was in her 90th year. The CANADIAN GROCER extends to Mr. Trowern its sincerest sympathy in his bereavement.

H. P. Pennock of H. P. Pennock & Co., Ltd., manufacturers' agents, Winnipeg, was a visitor at the Toronto office of CANADIAN GROCER on Monday. He spent a couple of days in Montreal and will return home by way of Windsor and Chicago. Mr. Pennock refers enthusiastically to business all over the West, stating that the trade is buying as it never did before, that the chief problems are those of transportation and the securing of the actual goods.

SERVICE DEPARTMENT

Editor, CANADIAN GROCER:

Can you tell me who is the agent in Toronto for Pride of Canada Maple Syrup?

Toronto. S.

Answer.—The agent is Mr. S. H. P McKenzie, 33 Yonge street, Toronto.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FLOUR is again the commodity in which the heaviest advances have taken place during the week, the increase amounting to $1.50 per barrel and creating a record price that a few months back would have been thought unbelievable. Rolled oats and corn products have been in higher market as a result of high prices prevailing for the grains. Sugar is holding in steady market with more favorable reports of production on the Island of Cuba continuing to come forward.

Meat of all kinds held in a steady position, and there was a tendency toward lower prices in butter. Eggs were firmer in price during the week, owing to the eagerness on the part of dealers to place them in storage. In Ontario the prices at producing points reached such levels that it became cheaper to bring eggs in from Chicago and pay the duty. Several cars of these eggs arrived during the week. The cheese market is uncertain, with the expectancy in certain quarters that lower prices will prevail.

There have been numerous advances in lines carried by grocers, included in the number being evaporated milk, baking powder, soaps, vinegar, cocoas, jams, soups, canned salmon, canned peas, cream of tartar, rice, tapioca, bread, beans. Declines have been recorded in whitefish and trout, due to the greater quantities arriving from the upper lakes. Pineapples were also lower in price during the week, as the season for heavy arrivals is now on. Business in grocery lines has been good, the greatest difficulty being to get sufficient stocks to meet the requirements of the trade.

QUEBEC MARKETS

MONTREAL, May 15.—Still the story of the markets is a story of advances, and in some cases very important advances. In provisions, for instancee, with hogs, live and dressed, at their record for the Dominion as to price and scarcity, there have been advances in all lines of the meats based on the hog market. Eggs, too, have been doing the abnormal as to price tendencies at this season, and production is said to be off, while farm consumption of the product is said to offset desire to market eggs. High cost of living from the farmer's point of view is said to cause this. Flour is very high, and is being sold at "open" prices by wholesalers now. In the fish and the fruit and vegetable market there is some little sign of easier tendencies. In general grocery lines beans are very high; canned goods are firmer; teas are still firmer, and there is a hint of a soap shortage, with advanced prices. Cereal prices, it may be noted, are very firm at present.

Changes In Various Grocery Supplies

Montreal.

SOAPS, PACKAGES, MUSTARD, SOUPS. — Certain important miscellaneous lines in grocery supplies have changed their market condition this week. Notably must be included soaps. All Canadian laundry soaps have advanced 50c a case, and the manufacturers are evidently guarding against a shortage, for they are endeavoring, it is said, to distribute their output as carefully and as proportionately as possible, and advising their large customers in this direction. Some package goods show advances, notably cream of wheat, which is now quoted at $9 per case, when it used to be $7.25. Prepared tapioca is up 35c a dozen to $1.75 a dozen in one quarter. Some lines of U. S. soups have advanced 10c a dozen to $1.80 per dozen. Canadian loose mustard is advanced by 3c a pound in one quarter to 18c a pound. Coarse salt is up by 10c per bag of 140 lbs., delivered in city at $1.25. Jellies and jelly powders are now quoted at $1.05 in single dozens, or from 0.95c to $1.05 per dozen in a general way. This refers to Canadian goods, one U. S. line being a little higher.

Sugar Shows A Moderate Tone

Montreal.

SUGAR.—The market for sugar generally is rather quieter. The tendencies are not markedly firmer; in fact, the holders of the raw product have had in New York to meet the refiners to some extent, and this means an easier tone to the market for refined for the time being. Reports of reasonably encouraging nature as to production in Cuba come forward, and the difficulty of shipment may be overcome sufficiently to satisfy needs. There is a probability of sugars responding to the law of demand and supply as the season for preserving fruits approaches, and firmer prices rather than lower may be looked for in the main. It is not wise policy either to predict or to purchase on the strength of what may be but passing phases of the sugar market, which is very apt to change suddenly, but meantime with export orders still in hands, the refiners in Montreal are not overloading their market, but meeting demand steadily and satisfactorily in the main.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 50
Acadia Sugar Refinery, extra granulated	8 50
Canada Sugar Refinery, extra granulated	8 35
Wallaceburgh sugar	8 50
Special icing, barrels	8 55
Yellow, No. 1	8 00
Dark yellow	7 80
Powdered, barrels	8 50
Paris lumps, barrels	8 95
Paris lumps (boxes)	9 10
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes)	9 10
Assorted tea cubes, boxes	8 95

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Still Firmer; Sardines Up

Montreal.

CANNED GOODS.—Last week a scarcity of Norwegian sardines was mentioned by CANADIAN GROCER, and this week these have advanced by a dollar a case to $18 per case of 100 "quarter" tins. The whole market for canned goods is in a very firm condition now, and advances may be expected from time to time. Beans in the can are getting scarcer now. They are probably going to go firmer in price. Tomatoes are also firmer, and the lately developed British demand for these and for other canned goods has caused a strengthening tone to the market. Deliveries of California asparagus are expected before very long now. The whole pack was sold very speedily after prices had been named, and a big production is assured. Canned blueberries are getting scarcer, and are now at $1.25 per dozen, which contracts with the $1 opening price last year.

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.	3 00
½ flats, cases 8 doz., per doz.	2 00

Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 80
Cohoes, 1-lb. talls		2 65
Red Springs, 1-lb. talls		2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.		2 25
Canned Vegetables—		
Tomatoes, 3s		2 30
Tomatoes, U.S. pack		2 25
Tomatoes, 2½s		2 20
Peas, standards	1 35	1 50
Peas, Early June		1 45
Beans, golden wax		1 40
Beans, Refugees		1 40
Corn, 2s, doz.		1 80
Corn (on cob, gal. cans, doz		8 50
Red raspberries, 2s		1 75
Red cherries, 2s		1 85
Strawberries, 2s		2 50
Blueberries, 2s, doz.	1 20	1 25
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Apples (gallon)	3 25	3 50

Market For Dried Fruits Is Firm

Montreal.

DRIED FRUITS.—Prunes and the undoubtedly high prices in prospect for these during the fall are occupying the place of principal interest at present in dried fruits. Last week's reference to the new association covering 75 per cent. of growers was inadvertently referred to raisins, when it should have applied to prunes. The new association opening price is bound to be in advance of that made by the independents, and will probably for this reason rule high. But in some quarters are heard rumors of a possibly much greater prune production this season, which may moderate the market a little. Still an immense demand exists for the troops of the Allies, and the home market may not have any too many. The Raisin Association has now authorized packers to book orders firm at opening price, which will probably be higher than last year's. Figs are said to be about all cleaned up in California. Very few lots are left. Apricots are firmer and advanced a little locally.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. bxs.		0 13
Apples, choice winter, 50-lb. bxs.		0 13
Apricots (old crop)	0 18	0 19
Slabs		0 19
Choice, 25's, faced, new crop		0 28
Nectarines, choice		0 11½
Peaches, choice	0 11½	0 13
Pears, choice		0 15
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron		0 32
Lemon		0 24
Orange		0 27
Currants—		
Filiatras, fine, loose, new	0 18	0 21
Filiatras, packages, new, lb.	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.		0 12½
Fards, choicest		0 12½
Hallowee (loose)		0 13
Excelsior		0 11½
Anchor		0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.		0 12
7 crown, 12-lb. boxes, fancy, layer, lb.		0 12
8 crown, 12-lb. boxes, fancy, layer, lb.		0 11½
1 lb. glove boxes, each		0 12
Cal. bricks, 8 oz., doz.		0 95
Cal. bricks, 10 oz., doz.		1 20
Cal. bricks, 16 oz., doz.		1 40
Cal. layers, 10 lb., 5 rows, box		1 60
Cal. fancy, table, 10 lbs.		1 60
Figs—		
Spanish (new), mats, per mat		2 40
Comadore (Portugal), per mat 33 lbs.		2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced		0 13½
40 to 50, in 25-lb. boxes, faced		0 13
50 to 60, in 25-lb. boxes, faced		0 12½
70 to 80, in 25-lb. boxes, faced		0 12
90 to 100, in 25-lb boxes, faced		0 11
Prunes (Oregon)		
30s		0 12½
40-50s		0 12
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster		3 75
Muscatels, loose, 2 crown		0 10½
Muscatels, loose, 3-crown, lb.		0 11
Muscatels, 4-crown, lb.		0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.		0 12½
Choice seeded, 16 oz. pkgs.		0 12
Valencias, selected		0 11½
Valencias, 4-crown layers		0 11

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Another Molasses Schooner Wrecked

Montreal.

MOLASSES. SYRUPS.—The market for molasses is at its very firmest at present for this season in the history of the trade, short of very exceptional circumstances. Another schooner with a cargo of some seven to nine hundred puncheons has been lost, and the delays in arrivals, the difficulties in carrying on the business, war risks, and the general uncertainty besetting the prospects, all contribute to make opinions incline steadily to the anticipation of still higher prices than those now quoted which still prevail in the district. Corn syrups maintain the prices which will be found in the list of proprietary articles at end of this paper, but there is no assurance as to the permanence of this scale. Glucose keeps on rapidly advancing in price. Cane syrups are also in very firm market, and strong demand.

Barbadoes Molasses	Prices for Fancy. Island of	Choice. Montreal
Puncheons	0 72	0 67
Barrels	0 75	0 69
Half barrels	0 77	0 72

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case	4 80
Barrels, per 100 lbs.	6 50
Half barrels, per 100 lbs.	7 00

The Nut Market Is Still Advancing

Montreal.

NUTS.—Every line of nuts is on the firm trend. Peanuts keep firming steadily, and do not seem to have touched the top yet. New arrivals are costing the jobber more than present price to retailer. Shelled walnuts are also going steadily up in price. New Brazils to arrive June, July and August are being quoted (shelled) at 68c a pound to the jobber. The whole tendency as to nuts is advancing just now, and the outlook is very uncertain as to supplies. In fact, there has even been some anxiety as to the lines essential in the manufacture of confectionery, and strenuous efforts have been made by importers to meet the needs of the market.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)		0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 14½	0 15
Peanuts (coon), per lb.	0 13½	0 14
Peanuts (Jumbo), per lb.		0 15
Pecans (new Jumbo), per lb.		0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo		0 40
Pecans (shelled)	0 75	0 80
Walnuts (Grenoble)		0 18½
Walnuts (shelled)	0 50	0 52
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1		0 24
Cocoanuts, 100 size, per sack		7 50

Bean Market Is Still Stronger

Montreal.

BEANS.—Tremendous strength besets the market for beans. Prices this week are all very much firmer than last week's prices, and the shortage of supplies is very frequently referred to in all directions on the market. Small parcels of Canadian hand-picked beans found here and there upon the market are commanding now up to $10 a bushel. There are limited quantities only of other domestic beans, and imported beans are in demand, and also fetching good prices. Some beans offered from over the border, however, would cost $11 per bushel laid down in Montreal, and this figure for imported beans is considered prohibitive.

Beans—		
Canadian 3-lb. pickers, per bu.	8 50	9 50
Canadian 5-lb. pickers	7 90	8 50
Yellow Eyes	7 90	8 50
Lima, per lb.		0 17
Chilean beans, per lb.	0 14	0 15
Manchurian white beans, lb.	0 15	0 15½
South American		5 70
Peas, white soup, per bush.		4 25
Peas, split, new crop, bag 98 lbs.	9 00	9 50
Barley (pot), per bag 98 lbs.	6 50	7 00
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Advanced By $2 Per Hundred

Montreal.

RICE AND TAPIOCA.—That rice was absolutely bound to advance to something more closely approximating to its proportionate price in respect to flour was recently pointed out definitely by CANADIAN GROCER. This week rice took a decided jump of 2c per pound, and retailers who wisely protected themselves in time by covering their requirements for a period ahead are likely to reap the benefit. Some prices of lines not usually listed below may be mentioned in view of the present firmness of market. Imperial Glace rice is $8 per 100 lbs.; Mandarin, $7.50; Lustre, $7.50; C. C., $7.15; Rangoon D., $7.35; Sparkled Patna, $8.80. The firmness of market is likely to maintain. Tapioca is also climbing steadily, being very short in supply, and in good demand. Some brown sago has reappeared on the market, selling to the retailer at 13c to 14c a pound.

Rangoon rice, per 100 lbs.	7 40	7 35
"Texas" Carolina, per 100 lbs.		9 90
Real Carolina, per 100 lbs.	11 00	11 50
Patna (fancy)		10 15
Patna (good)	7 40	9 40
Siam, No. 2		9 15
Siam (fancy)		8 40
Tapioca, per lb.	0 14	0 15

Coffee Still Quiet Cocoa Unchanged

Montreal.

COFFEE, COCOA.— Coffee while disturbed a little on the other side of the border, has maintained its even course on the Canadian side as far as Montreal reports of conditions go. Without any great factor to affect the market for this commodity just at present quietness of market is to be expected. Reports regarding a very fine coffee crop in Brazil are beginning to filter through, but warily for it is still early to make any definite assertions. Risk of trouble in securing ships to convey the product is however always present, and may develop. As regards cocoa the market tone continues firm, with some prospect of advances in the canned lines since tinplate and tin, and even the fibre package materials go always higher. But bulk cocoas remain this week unchanged in price and in steady demand.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

Outlook Still For Firmer Tea

Montreal.

TEA.—Some shipments of black teas are coming slowly forward. They are in such small quantity however, that the general situation as regards tea is totally unchanged, and all the strength which lately developed in this market is really rather intensified. There may not be what could be called an actual tea famine, but the very marked shortages will affect prices to still higher degrees almost beyond doubt, and teas formerly sold at regular prices can hardly hope to maintain their quality without further advances. The outlook in the opinion of several merchants is towards further firmness in teas. Demand for Japan teas is greater, and these have advanced by two cents a pound during the past week. The suggestion that Japanese ships be used to a still greater extent for war needs is regarded in some quarters as a reason to fear further hindrances in securing transpacific freights, but in other quarters this is less seriously considered meantime.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Firmer and Firmer Grows Spice Market

Montreal.

SPICES.—In every way there is further strength to report in the spice market, but still the grinders on this side of the border maintain their former prices as far as possible. Price changes are almost bound to come, however, and before very long. When they arrive they will be changes upwards for the present condition of things is that the grinders are paying about as much for new supplies of peppers etc., as they are selling their product for to the retailer. The reports of market conditions in New York which have a strong bearing on the local situation are to the effect that supplies are dwindling faster than the meagre shipments coming through can replace them, that demand keeps good, and that any shipments on the way are eagerly snapped up at advanced prices. Japan and Africa gingers have been in big demand of late. Cochin gingers are said to be almost unobtainable, and going up in price.

	5 and 10-lb. boxes	pkgs. dozen	¼-lb. tins lbs.
Allspice	0 16	0 19	0 23
Cassia	0 25	0 87	0 37
Cayenne pepper	0 28	-	0 35
Cloves	0 32-0 35	0 90	0 39
Cream tartar, 60c.			
Ginger, pure	0 20	-	-
Ginger, Cochin	0 25	-	0 31
Ginger, Jamaica	0 30-0 35	1 15	0 40
Mace	0 80	-	1 00
Nutmegs	0 40-0 60	0 45	0 80
Peppers, black	0 30	0 87-0 95	0 38
Peppers, white	0 37	1 17-1 22	0 40
Pastry spice	0 25	0 25-1 20	0 29
Pickling spice	0 25	-	-
Turmeric	0 21-0 23	-	-

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway, Dutch, nominal		0 60
Cinnamon, China, lb.	0 18	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 15

Onions From the Antipodes Appear

Montreal.

FRUIT AND VEGETABLES. — Oranges have shown a slightly firmer tone this week, but pineapples are reaching their lowest levels, and importers are encouraging the retail trade to point out to customers the advisability of doing their preserving or canning of this luscious fruit now. The opportunity is worth attention as sugar prices are not exorbitantly high for the immediate present. Bananas keep in steady demand. Grape fruit are easier in price, and the market for strawberries keeps active. Tomatoes are a little easier in tone this week also. As regards vegetables, new potatoes are coming down a little, but the general market for these tubers is still very firm. Old cabbage is off the market. New cabbage is easier. Spanish onions in all sorts of packages are off the market and Australian onions have appeared at seven dollars per sack of 100 lbs. Bermuda onions are considerably lower in price this week, and are showing up in considerable supply also. Eggplant is quoted a little easier, but for the rest of the vegetables prices remain about the same as last week.

Bananas (fancy large), bunch	2 75	3 50
Oranges—		
Navels, per box		3 25
Floridas		5 00
Valencia, ordinary and large	4 25	5 00
Grape fruit	3 00	4 00
Lemons	3 00	3 25
Pineapples, Cuban, crate		2 90
Apples—	No. 1	No. 2
Russets	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches	3 00	4 00
Celery (Florida), per crate	4 00	4 50
Celery (U.S. washed), doz.		1 50
Onions, red, per bag (75 lbs.)		7 50
Onions, Bermuda, crate 50 lbs.		3 25
Onions, Texas, crate 50 lbs.		3 50
Onions, Australian, sack 100 lbs.		7 00
White onions, per bag (100 lbs.)		6 00
Potatoes, per bag (80 lbs.)		4 25
Potatoes (new), per hamper		4 00
Potatoes (new), per bbl.		12 00
Potatoes (red)		3 75
Potatoes (sweet), per hamper		4 00
Carrots, per bag		2 00
Beets, per bag		2 00
Parsnips		1 25
Turnips	1 50	2 00
Lettuce, curly, per box		3 00
Lettuce, Romaine, doz.		1 00
Lettuce, Boston, box of 2 doz.		2 50
Tomatoes (Florida), per crate	4 00	4 50
Horse radish, per lb.		0 25
Cabbage (new), New York, crate	11 00	13 00
Cauliflowers (doz.)	3 50	4 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	3 25	4 00
Beans, U.S., green, basket	3 25	4 50
Leeks, per doz. bunches		4 00
Parsley, doz.	0 50	1 50
Mint, doz.		0 50
Watercress, doz.		0 50
Spinach, per bbl.		4 00
Rhubarb, per doz.	1 25	1 50
Rhubarb (U.S.A.), per lb.		0 10
Eggplant, per crate	6 50	7 00
Cauliflower, crate		4 00
Garlic (Venetian), lb.		0 10
Endive (Canadian), lb.		0 25
Strawberries (Louisiana), pints		0 15
Cucumbers (Fla.), basket		3 00

Fish Markets Are In The Main Steady

Montreal.

FISH.—There are so changes of any importance to note in the fish business at present. Supplies generally are very good, and of all the food commodities offered for consumption in these days, fish is certainly one of the most reasonable. Prices of fish also are not going up continually, but on the contrary are keeping about the same levels. If anything their tendency is towards lower levels. Immense quantities of river fish have been sold during the past week and it is hoped that these supplies will keep up until the scarcity which is bound to become apparent again in about a week's time. Lake fish have not started to come in in any quantities yet. Brook Trout, due to unseasonable weather conditions, have been keeping scarce, and selling high. Lobsters, due to lateness of the season, have not been coming in so plentifully as had been expected, and a re-action in price tendencies has set in, though so far no change has been recorded in lobster prices to the retailer. It is also reported from the New Brunswick Coast that owing to the prevailing winds having been strong from the East for some time, the ice has not cleared away from the bays, and the spring herring fishing has been threatened with total failure. Trade in bulk and shell oysters, prawns, shrimps, scallops, periwinkles and so forth keeps normal with prices steady.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle fo 5 boxes		0 95
Smoked boneless herring, 10-lb. box		1 40

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	9 00
Salmon (Labrador), per bbl.	20 00

Salmon (B.C. Red)		16 00
Sea Trout, red and pale, per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		21 00
Codfish (Skinless), 100-lb. box		9 50
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 10
Codfish, Shredded, 12-lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 25
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH.		
Halibut	17 —	18
Haddock, fancy, express, lb.	7 —	7½
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, lb.		9
Salmon, Western	15 —	16
Salmon, Gaspe	18 —	20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 12	0 13
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.	...	12 00
Malpeque Shell Oyst. (ord.), bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	12 00
Clams (med.), per bbl.	....	8 00
FRESH FISH		
Haddock	0 07	0 08
Steak Cod	0 08	0 09
Market Cod	0 07	0 08
Carp	0 10	0 11
Dore	0 15	0 16
Lake trout	0 16	0 17
Pike	0 10	0 11
B.C. Salmon	0 23	0 25
Gaspereaux, each	0 03½	0 04
Western Halibut	0 17	0 18
Eastern Halibut	0 15	0 17

ONTARIO MARKETS

TORONTO, May 16.—Shortage in many lines of grocery staples is becoming a common order of things with wholesalers these days. Trade is good and retailers are eager buyers of everything available, showing that goods are going into consumption in spite of the high cost of commodities. Prices have all been in the upward direction during the week and the end does not seem to be in sight yet. Flour has been mounting to still higher levels, now being quoted at the record price of $16.50 per barrel at the time of writing. Business has been exceptionally good, with collections satisfactory.

Production Of Sugar May Be Increased

Toronto.

SUGAR.—From present indications the production of sugar on the Island of Cuba bids fair to be heavier than was at one time anticipated. Up to May 5 the production as reported amounted to 2,169,055 tons as compared with 2,456,292 tons at the same time last year. Owing to the revolution and the labor conditions on the Island the estimates of production were reduced from 3,400,000 tons in the early part of the season to less than three million tons. Messrs. Willett & Gray are now of the opinion that their estimated reduction to 3,000,000 tons has been fully ample from present prospects. There is the implied assurance that it might even be a little larger as there are a larger number of centrals grinding than at this time last year. As yet there is no indication that rains have set in on the Island of Cuba that would in any way retard production. Early advices during the week mentioned that there were heavy general rains in Camaguey province with scattered rains in Havana and Santa Clara provinces. Later reports stated that hot and unsettled weather prevailed but most recent cables to authorities in New York stated that partial rains have occurred. Freights from Cuba prevailed uniformly high during the week with the demand not so eager owing to the dull sugar market. Cuban raws in the New York market were ⅛c down during the week, being quoted at 6.21c duty paid. There are sufficient raw sugars in port to last the refiners for at least four weeks. Such a condition puts refiners in a fairly strong position to resist any further advances in raws. While it has generally been reported that Canada Sugar Refinery are unable to make deliveries a statement by their representative gives positive denial to this. They state they are prepared to make deliveries in any quantities for prompt shipment. This concern is quoting on a basis of $8.49 Toronto delivery, which is 15c under other refiners with the exception of Dominion Sugar Refinery which concern is quoting at $8.55.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 64
Acadia Sugar Refinery, extra granulated..	8 64
Canada Sugar Refinery, extra granulated.	8 49
Dominion Sugar Refinery, extra granulat'd	8 55
Yellow, No. 1	8 24
Special icing, barrel	8 84
Powdered, barrels	8 84
Paris lumps, barrels	9 24
Assorted tea cubes, boxes	9 24

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

All Soaps Have Again Advanced 50c

Toronto.

SOAPS, SOUPS, AMMONIA, VINEGAR.—A further advance of 50c per case has been made effective in all brands of laundry soap during the week, now making the selling price of comfort, borax, surprise, sunlight, gold, Taylor's, P. & G. Naphtha $5.60 per case, lifebuoy $510 case and Lux $3.40 per case. Fels Naphtha is now quoted at $6 per case, the former price being $5.50. Ivory soap in small cakes is now quoted at $4.85, an advance of 70c case and in large cakes at $8.20, an advance of $1.05 per case. Campbell's soups are now quoted at $1.80 per dozen whereas Maggi soups are quoted at $3 per dozen, an advance of 65c. Star ammonia in 5c and 10c size is now quoted at $2.70 case, while the 30c size is $3 case. Lytle's vinegar in quarts has been advanced 50c per dozen, making the selling price now $2. Dutch hand soap is also among the lines of soaps that have been advanced, the price now being $2.10 box, an advances of 15c. N. P. soap in the new size is now quoted at $3.75 per box of 30 bars, there being 25 bars to box formerly.

Baking Powder And Mixed Candies Higher

Toronto.

BAKING POWDER, CANDIES, TACKS, TWINE.—Advances have been recorded in the price of baking powders during the week. 1900 dairy baking powder in 4-oz. size has been increased 10c to 85c, while the 88-oz. has been advanced 20c to $1.20 and the 16-oz. is up 25c and is selling at $1.80. Kitchen Queen baking powder in 12-oz. size is now selling at $1.50 and 16-oz. at $1.80. P. & L. baking powder is now quoted at $1.80 per dozen. St. Charles, Jersey and Peerless evaporated milk have been advanced from 10c to 35c per case, family size now selling at $5.25, baby size at $2.50 and hotel size at $5.90. An advance of 5 per cent. has been made in all lines of Wagstaffe's jams, strawberry in 16-oz., tins now being quoted at $2.65 and black currant in 16-oz. glass at $2.65, with cases of eight 5-lb. tins of black currant at 87c each. Carpet tacks blued in 6-oz. have advanced 15c and are now quoted at 60c with 8-oz. at 70c, an advance of 20c. Tisned carpet tacks are now quoted at 70c, an advance of 20c, while 8-oz. tisned are 885c, also an advance of 20c. Royal mixed candies have advanced 1½c per pound, being quoted now at 13c. Bird's spongie has been increased 40c per dozen, the price now being $1.35. Ocean wave herrings have been increased to $5.80 per case. White Swan flake wheat has advanced 25c and is now selling at $4.75 case while White Swan buckwheat pancake and biscuit flour is quoted at $3 per case, an advance of 30c. Roman meal, large size is quoted at $2.80, an advance of 50c. Jello has been increased 20c per dozen and is selling at $1.10.

No. 2 breakfast food has been advanced 75c case for 98's, now selling at $7.75 while 24's have advanced 20c to $2. Gusto has been advanced to $3.4 case, an increase of 60c. Cowan's cocoas have advanced 5c on 10-cent size to 95c, quarter-pound tins are now $1.35, an increase of 10c, while half pound tins have advanced 5c to $2.4 Redwing grapejuice in half gallons has advanced 20c to $5.20. Pompeian salad dressing has increased $1 per dozen now selling at $3.50.

Corn Syrups Firm; Molasses Demand Good

Toronto.

MOLASSES, SYRUPS.—There is continued firmness in the market for molasses, with a good demand reported. Corn syrups are in strong position owing to the recent advances that have taken place in corn. Cane syrups were

in steady market, no price changes having been recorded. There is a fair demand for the latter.

Corn Syrups—		
Barrels, per lb.	....	0 06½
Cases, 2-lb. tins, 2 doz. in case	....	4 60
Cases, 5-lb. tins, 1 doz. in case	....	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	....	4 80
Molasses—		
Fancy Barbadoes, gal.	0 80	0 82
West India, ½ bbls., gal.	0 46	0 48
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz.	....	4 25
Tins, 3-lb., table grade, case 2 doz.	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00

Canned Salmon And Peas Slightly Higher

Toronto.

CANNED GOODS.—There was a firm tendency in the market for canned goods during the week, Alaska pinks in 1-lb. talls being quoted up as high as $2.75. Chums were also quoted 15c higher in certain instances at $1.65, while cohoes in 1-lb. talls were as high as $2.75 for certain grades. Standard peas in certain instances were advanced 2½c to $1.37½ and early June peas 5c up to $1.50. Corn was also in firm market, some wholesalers raising their lowest quotation 5c to $1.95. Corn is now in very narrow compass. There has been a good demand for canned goods. Crossfish sardines in quarter-pound tins have advanced $1 per case to $18.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	2 75	3 25
Alaska pinks, 1-lb. talls	2 40	2 75
Chums, 1-lb. talls	1 40	1 65
Pinks, 1-lb. talls	1 75	1 85
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 50	2 75
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 15	2 25
Tomatoes, 3s	2 25	2 40
Peas, standards	1 35	1 37½
Peas, early June	1 45	1 50
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	1 90	2 00
Pumpkins, 2½s	1 95	2 10
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	2 50	2 65
Pineapples, Hawaiian, 2s, doz.	2 35	3 00
Pineapple, Hawaiian, 1s, doz.	....	1 50

Importers Not Selling Any Peel

Toronto.

DRIED FRUIT.—Local importers of American peel are no longer in the market with quotations as the available supplies have been sold up. The demand for peel has fallen entirely on the American product this year, the English make having been shut out of this market through the operation of the embargo. Prunes are getting within a narrow compass in the primary markets. On the New York sizes available 30-40's and 50-60's. The season for figs is about over. Grecian currants are all cleaned up in importers' hands, the only thing available being Australians. Bookings which were made on Australians some weeks ago have not yet been confirmed. Prices of new crop raisins have not yet been announced. Shippers at California points are asking that orders be taken at open prices on a firm basis. In other words orders must be taken at whatever prices might be named. On this basis business in future booking is somewhat shy.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	....	....
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 21	0 22
Patras, per lb.	0 22	0 23
Vostizzas, per lb.	0 22	0 23
Cleaned, ½ cent more.		
Australians, lb.	0 21	0 22
Dates—		
Excelsior, pkgs., 3 doz. in case	3 50	3 75
Dromedary dates, 3 doz. in case	4 25	4 60
Hallowee, per lb.	....	0 11½
Figs—		
Taps, lb.	0 05¾	0 06½
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25's, faced	0 13½	0 14½
40-50s, per lb., 25's, faced	0 13½	0 14
50-60s, per lb., 25's, faced	....	0 13½
80-90s, per rlb., 25's, unfaced	0 11½	0 11¾
Peaches—		
Choice, 25-lb. boxes	0 12	0 12½
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	....	0 13½
Seedless, 16-oz. packets	0 15	0 16

Advices Received About Tea Supplies

Toronto.

TEAS.—Some local importers of tea have been advised that shipments of tea have left Colombo and Calcutta to come via Hong Kong and the Pacific Ocean. One large importer has been advised that approximately 1,000,000 pounds of tea has left the Indian and Ceylon port consigned to them. Shipping conditions at Hong Kong are congested and the British Government has commandeered some ships after the cargoes had reached that port. No advice has been received yet as to whether this large shipment has left Hong Kong, but in the absence of advice it is presumed that it is still at that port. There are plenty of teas for sale both in Colombo and Calcutta but the problem is to get them here. Prices held uniformly firm during the week.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Cream Of Tartar Up 3c To 5c Pound

Toronto.

SPICES.—With the steadily advancing prices for cream of tartar in the primary markets the local markets followed up to the extent of 3c to 5c per pound, making the prices on French pure now from 53c to 58c and American high test 56c to 60c pound. Cloves have also been advanced by some of the wholesalers to the extent of 5c per pound, which now makes the range from 35c to 45c per pound. There is some doubt as to what effect the new duty of 10 per cent. on all goods entering the United States will have on spices. The opinion is expressed that as the bulk of spices for the Canadian market comes through the New York market under present conditions it is bound to make for higher prices locally. Coriander seed is in firm market with stocks quite low.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 30	0 38
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	0 53	0 58
American high test	0 56	0 60

Heavy Stocks Of Coffee In New York

Toronto.

COFFEE.—There are heavy stocks of coffees in the United States at the present time as compared with a year ago and this factor is tending to hold the price of coffee steady. There are now held at New York and New Orleans some 2,182,984 bags as compared with 1,316,258 bags at this time last year. With the coffee that is now afloat toward the United States the total coffee in sight is brought up to 2,731,984 bags as compared with 1,870,000 bags in 1916. It will therefore be seen that there are close to one million bags more coffee in sight than there were at this time last year. Locally prices remained unchanged. Chicory is in very firm position, with very little available.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 16	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

1916 *Walnuts May Have To Do For* 1917

Toronto.

NUTS.—There is great uncertainty as to whether the crop of walnuts for 1917 can be brought forward in time for the Christmas trade of this year. To make assurance that there will not be an entire scarcity of nuts importers are prepared to quote on last season's

crop and wholesalers are considering whether or not they will take these on. There is strong probability that they will be taken up in time that these nuts can be shipped some time in September. This would give reasonably good assurance that they would reach this side in time. Peanuts are in very firm market. There are those in the trade who look for shelled peanuts to go to 20c by fall. They are now quoted at 16c. There are considerable quantities of shelled peanuts and walnuts selling. Other lines of nuts are quiet.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 12½	0 17
Brazil nuts, lb.	....	0 15
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 50	0 55
Walnuts, California	0 26	0 33
Peanuts, lb.	....	0 16
Brazil nuts, lb.	0 70	0 75
Pecans, lb.	....	0 85

Texas Rice Up 1c; Eastern Rice ½c Up

Toronto.

RICE AND TAPIOCA.—There was a general movement toward higher prices in rice during the week, Texas fancy being quoted for a gain of 1c and Siam rices for a gain of ¼c to ½c per pound. Japans were also up ½c and Chinese a similar amount. The United States Government recently made a big purchase of 700,000 bags of Blue Rose rice for her troops and Carolina and Texas rices followed upward. Tapioca is in very firm market, practically none being obtainable outside of existing stocks in importers hands. In the New York market tapioca is being quoted only at nominal figures as there is very little to be had in that market. Prices on this commodity were advanced ½c to 1c during the week.

Texas, fancy, per 100 lbs.	10 00	10 50
Siam, fancy, per 100 lbs.	7 75	9 00
Siam, second, per 100 lbs.	7 50	8 00
Japans, fancy, per 100 lbs.	7 50	8 50
Japans, second, per 100 lbs.	7 00	7 50
Chinese, per 100 lbs.	6 50	7 25
Tapioca, per lb.	0 12½	0 13½

Stocks Of Seed Beans Sufficient

Toronto.

BEANS.—Officials of the Department of Agriculture have been making a survey of the stocks of seed beans in the province during the past week or two and they estimate they will be sufficient to meet the needs of growers this year, some 3,500 bushels being available for that purpose. Seed beans are selling as high as $12 per bushel in some instances. Beans for eating purposes are very scarce. Lima beans are being quoted up to 20c per pound, but stocks are very low and not many are available.

Ontario, 1-lb. to 2-lb pickers, bu	8 50	10 00
Rangoon, per bush.	....	....
Black eyes, Cal., bushel	..	6 00
Yellow eyes, bushel	....	9 00
Limas, per pound	0 16	0 20

Package Cereals Again Move Higher

Toronto.

PACKAGES.—An advance of 50c per case was made in the price of Purity package rolled oats during the week, which now makes the selling price $4.50 for family size. On 18's the increase has been 20c per case, making the price now $1.60. Gusto has been advanced to $3.45, an increase of 60c per case. The market for all package cereals is firm due to the situation in grains.

Cornflakes, per case	2 95	3 40
Rolled oats, round, family size, cs.	4 00	4 50
Rolled oats, round regular 2-bl size, case	1 45	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	..	0 10½
No. 2, pound cartons	..	0 09½
Starch, 6-lb. pack., per lb.	0 09	0 12
In 1-lb. cartons	..	0 10½

Fresh Whitefish And Trout Coming Better

Toronto.

FISH.—Larger quantities of fresh whitefish and salmon trout reached the local market during the week and prices are quoted down accordingly from 2c to 3c on whitefish and 3c to 4c on trout. Favorable weather on Georgian Bay and the upper lakes have made it possible for the fishermen to get in their work better. There has been a good demand for these fresh water fish. There is very little change in market conditions so far as prices go. Whitefish is now selling from 15c to 16c per pound and trout at 13c to 14c per pound. All other lines of fish held steady during the week.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	0 12	0 12½
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	....	1 60
Digby herring, bundle 5 boxes	1 10	1 25
Strip cod, 50-lb. boxes	....	4 50
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits 15 lbs.	....	2 25
FRESH SEA FISH.		
Crabs, per dozezn	....	1 00
Halibut, frozezn	0 16½	0 17
Chicken halibut, fresh, per lb.	0 15	0 15½
Halibut, medium, fresh, lb.	0 16½	0 17
Cohoe salmon (red), frozen	0 14½	0 15
Haddock, fancy, express, lb.	0 08	0 09
Steak, cod, fancy, express, lb.	0 10	0 11
Flounders, lb., frozen	0 09	0 10
Winkels, per bag	....	1 75
FRESH LAKE FISH.		
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	0 15	0 16
Trout, lb., fresh	0 13	0 14
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Do., fresh, lb.	....	0 10

Onions Are Lower; Green Bunches In

Toronto.

VEGETABLES. — Texas onions in boxes are quoted lower this week by 50c from the high quotations of last week. Green onions in bunches have again put in an appearance and are selling at 40c per dozen bunches. These onions are of good size. Florida cucumbers in hampers are also lower, being quoted from $2.50 to $3 as compared with $3.50 per hamper last week. Mushrooms are also easier, the higher-priced ones having disappeared. In some quarters New Brunswick potatoes were quoted as high as $4.75 per bag with Western potatoes at $4.25 bag. Turnips in bags are getting scarce and prices are higher as a result, quotations being from $1 to $1.25.

Asparagus, Can. grass, 11-qt. bkt.	2 00	2 75
Beets, bag	1 75	2 25
Beets, new, hamper	2 25	2 50
Beans, green string, hamper	2 75	3 25
Cucumbers, Can., hothouse, 11-qt. basket	1 50	1 75
Cucumbers, Florida, hampers, 6 doz.	2 50	3 00
Cabbage, hampers	3 00	5 00
Cauliflower, Cal., 10 to 15 in box	3 00	3 50
Carrots, bag	1 75	2 00
Carrots, new, hamper	2 00	2 25
Celery, Florida, half case	2 75	3 50
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
Cal. head lettuce, hamper	2 50	3 50
Mushrooms, 4 lbs.	....	2 50
Onions —		
Texas, 50-lb. box	3 25	3 50
Green, per doz. bunches	....	0 40
Potatoes		
N. Brunswick Delawares, 90-lb. sacks	4 35	4 75
Elbertas, bag	....	4 25
New, hamper	3 00	4 00
Parsnips, bag	2 50	2 75
Radishes, hampers	1 25	1 50
Spinach, bushel hamper	1 50	2 25
Green peppers, doz.	....	1 00
Tomatoes, Flor., 6-bkt. carriers	3 50	4 50
Parsley, doz.	....	0 75
Watercress, doz.	....	0 30
Turnips, bag	1 00	1 25
Turnips, new hamper	1 25	1 50

Pines Are Down 25c To 50c Case

Toronto.

FRUIT.—As intimated in these columns last week pineapples are quoted lower by 25c to 50c per case. The present is one of the best weks. Arrivals at New York during the week have been light as compared with the previous week and it is possible that pineapples may not go very much lower than they are at present. Much depends on the number that reach the New York market by Cuba and Porto Rico. Grapefruit are getting somewhat scarce as the season for them is about over. Rhubarb is much easier in price with production mounting rapidly. Canadian outside-grown is now on the market selling at 50c dozen bunches. Strawberries reached the market from Tennessee and Louisiana in fairly large quantities during the week and prices were quoted 1c to 3c down at 21c to 22c per quart. Some California cherries are being quoted at $4 per box.

Apples—		
Boxes, American	2 25	2 75
Bananas, bunch	2 25	2 75
Cherries, Cal., box	....	4 00
Oranges—		
Cal. Navels	2 75	3 25
Grapefruit, Florida, case	5 00	5 50
Lemons, Cal., case	3 50	3 75
Messinas, case	....	3 50
Pineapples, Porto Rican	3 00	3 25
Cuban, case	2 75	3 00
Rhubarm, doz. bunches	....	0 50
Strawberries, 1-qt.	0 21	0 22

MANITOBA MARKETS

WINNIPEG, May 16.—There have been a number of changes here this week, and some of them very important ones. In fact, there hardly seems to be a line of food in which the tendency is not upwards, or where a decline might be expected at this time of the year. Take eggs for instance. It is customary at this time of the year for a very marked decline to take place, prices eventually going as low as 20c. Instead of declining, eggs are advancing, and country stores are paying as much as 36c. Potatoes, which have been declining on account of the small consumption brought about by the high price, are now beginning to advance again, despite the statement made by local jobbers that they have enough and more potatoes to last until the new crop comes in. Pork and provision products continue to advance, and there are advances again this week on both lard and shortening.

Wholesalers have already begun to quote higher prices on rice as a result of the higher prices quoted by millers at the coast. Their advances will go into effect gradually, and the advance this week will probably not exceed 15 per cent. Quotations coming in from the coast this week indicate a total advance of close on 100 per cent. Thus it will be seen that the retailer will soon pay high prices for rice. Beans are practically unobtainable in Winnipeg, i.e., white beans. Limas are selling as high as 20c per lb. Peas, both split and whole, especially yellow peas, are fairly plentiful.

Consumers and Retailers Heavy Buyers of Sugar

Winnipeg.

SUGAR.—Since the advance took place on May 3, which sent the price of sugar up to $9.10, there has been an unusual amount of buying going by the retail trade, who evidently are now fully convinced that sugar is a good buy at the present time. One of the leading wholesale groceers stated last week that he considered sugar splendid value, as he did not know where sugar would be going to with shipping in its present state. The reason for the heavy demand from the retail trade, he said, was due to the fact that the public were buying more heavily; where consumers had been used to buy in small quantities, they were now buying by the bag.

New Prices Announced On Corn Syrup

Winnipeg

SYRUP.—When it is considered that corn is now in the skies, it is not surprising to learn that a further advance has taken place in corn syrup. Local brokers advise the following advances:—2's, 10's and 20's, an advance of 25c per case; 5's, an advance of 40c per case; quart sealers, an advance of 25c per case; ½ bbls., 50c per 100 lbs. These advances apply to Beehive, Crown, Lily White, and to White Clover.

New Prices Go Into Effect on Rice

Winnipeg

RICE.—Retailers are now beginning to feel the advance which recently went into effect, although the increase is only being put into effect to the retail trade gradually. Wholesalers announce advances this week, ranging from 10 to 15 per cent., which will be gradually increased as the higher-priced rice comes along. The lines which are chiefly affected are Siams and low-grade Japans. It is stated that the cheapest that Siams can be bought in the primary market today is $6.60 laid down in Winnipeg. A cable was received last week-end from a miller on the Pacific Coast. He quoted a price on No. 2 Siam, which was almost double the price paid last January on contract. This will give the retailer some idea the way rice is going. Brokers who hear that jobbers have only raised their quotations 10 per cent. say that this is too small. Tapioca and sago have gone up similarly, and the prices being quoted to-day are 9c to 10c for tapioca and 8½c for sago.

Cooking Figs Good Buy— Evaporated Apples Up

Winnipeg.

DRIED FRUITS.—Advances have gone into effect on evaporated apples, the advance, however, amounting to only about ¼c per lb. The following are price now being quoted:—50-lb. boxes, 13¼c; 25-lb. boxes, 13¾c; 3-lb. cartons, 42-44c. Local houses are putting up their prices on apricots, which will be quoted in future 25-26c; jobbers state that they have bought apricots which will cost the retailer 30c. Prunes will go up much higher, due to the fact that stocks in California are depleted. Prices quoted today are 11½c for 90-100's; 25's, and 15c for 40-50's. Cooking figs in mats are still quoted 7½c, and are the best value on the market in dried fruits. They are difficult to procure in the first market at all. The raisin market is very firm, and while no immediate advance is looked for, stocks are practically out of the hands of grower and packers' hands. Jobbers are not looking for anything cheaper in currants; new Australians, which should be here in three months, will bring 18½c to 19c.

Advices from San Francisco are to the effect that supplies of prunes there are almost exhausted, and prices being quoted in San Francisco are about 25 per cent. higher than the previous week. New crop prunes will not arrive until October.

Dried Fruits		
Apples, evap., 50-lb. boxes, lb..	....	0 13¼
Apples, 25-lb. boxes.....	....	0 13¾
Apples, 3-lb. cartons, each....	0 42	0 44
Pears, choice, 25's	....	0 13⅜
Apricots—		
Choice, 25's	....	0 23
Choice, 10's	....	0 24
Peaches		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants—		
Fresh cleaned, half cases, Australian, lb.	0 19	0 22
Dates—		
Hallowees, 68-lb. boxes	....	0 12⅛
Fards, box, 12 lbs.	....	2 00
Raisins, California—		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes.	....	0 10
3 crown, loose, 10-lb. boxes.	....	0 10½
Figs—		
Cooking, in mats	....	0 07½
Mediterranean, 33-lb. mats....	....	0 08½
Prunes		
90 to 100, 25s	....	0 11½
40 to 50, 25s	....	0 15
Peels—		
Orange, lb., 7-lb. boxes.....	....	0 22½
Lemon, lb., 7-lb. boxes.....	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

White Beans Finished— Peas Fairly Plentiful

Winnipeg.

DRIED VEGETABLES.—It is said there is not a white bean in the hands of Winnipeg wholesalers. There are probably a few, quoted at very high prices; but it is certain that most of the jobbers are sold out. Lima beans are being quoted in some cases as high as 20c lb., and new limas are bound to be high. Yellow peas are fairly plentiful. Following prices are quoted by one house; splits, 98 lbs., $7; whole green, 60-lb. bushel, $5.50; yellow ditto, $3.50.

California Lima Beans—		
80-lb. sacks	0 15	0 20
Peas—		
Split peas, sack, 98 lbs.....	7 00	7 50
Whole green peas, bush.....	....	5 50
Whole yellow, bushel.....	....	3 50

Heavy Buying of All Nuts Except Brazil

Winnipeg

NUTS.—Jobbers were buying nuts heavily last week, and bought right for the market advanced. Buying was heavy again this week. Importers will not quote on anything except what they have in their warehouses. Buyers are still holding off as regards Brazil nuts, the feeling prevailing that they will be cheap on account of the big crop. As regards 1916 crop, Jumbo peanuts for which the retailer is paying 16c for today, he bought the same for about eleven cents last year. The reason for the advance in peanuts is the heavy demand from the Allied Governments, who have been buying them to extract the peanut oil.

Japan Tea Market Open— Price Doubtful as Yet

Winnipeg

TEA.—A local broker has received a cable from his principals in Japan, which reads as follows: "The Japan market has opened. The quality appears to be better than last season at the opening. The market is somewhat in a waiting attitude owing to the uncertainty of the freight rate, available steamship spaces, and also the duty question." Great

(Continued on page 45.)

FLOUR AND CEREALS

Flour Has Shown Further Strength

Montreal.

FLOUR AND FEEDS.—There is still further firmness in the flour market at time of writing, although where formerly predictions of steadily advancing prices were heard, there are now suggestions that the market is surely in for a break. Nevertheless, it should be remembered that earlier opinions have been that circumstances might force flour to as high as $20 per barrel before the middle of next winter. These views represent the two extremes of market opinion, the optimistic and the pessimistic. Just at present business in flour selling is being run very much hand-to-mouth. The larger concerns are meeting local demand at present prices, and mill-wheels are turning mostly to catch up deliveries of previous bookings. Very little, if any, considerable business is being done in flour at present prices, though before long more transactions may be expected on a large scale. Latest advances at the time of writing had brought flour to $16 for Manitoba first patents, and winter wheat fancy patents were quoted at the same figure or even 50c higher by wholesalers. The market for winter wheat flour held strong, though a quantity of 90 per cent. in bags was said to have been sold in the city for spot cash at $7.15. Jobbers were quoting $8 for this. Feeds are steady, with bran three dollars down this week, as compared with last week's quotations. Demand is still quite strong for the other lines of feeds, and they may hold their market at present strength for some little time.

	Car lots	Small lots
Manitoba Wheat Flour		
First patents	16 00	16 20
Second patents	15 50	15 70
Strong bakers	15 30	15 50
Winter Wheat Flour—		
Fancy patents	16 00	16 50
90%, in wood	15 25	15 50
90%, in bags	7 50	8 00
Bran, per ton	40 00	42 00
Shorts	46 00	47 00
Special middlings	52 00	53 00
Feed flour	63 00	64 00
Feed oats, per bushel	0 93	0 98

All Cereals Are In Strong Market

Montreal.

CEREALS.—With such strength apparent in the wheat and flour market, it is not to be wondered at that the cereals one and all have showed corresponding strength. All the wheat based cereals are strong in proportion to wheat's tremendous market strength. Many other cereals have risen in sympathy with wheat, and peas are also higher by quite a marked advance. Oatmeal and rolled oats show great firmness of market, and there has set in a good demand for rolled oats of late. The outlook is for further firmness, it would seem, or for a continuance of the present strength of market. Corn is particularly agitated just now, and displays strength and irregularity, making it hard to buy wisely in large quantities owing to sudden and unaccountable variations at primary sources of supply.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 50	7 00

FLOUR DECLINES $1.10

While CANADIAN GROCER is about to go on the press, a decline of $1.10 per barrel was recorded in the price of Manitoba first patents, which makes the selling price at the time of writing $15.40. One of the large mills is quoting on a basis of $15.40 in carload lots. There were no sales of cash wheat in Winnipeg on Wednesday, but October option dropped 15c to $2.07 per bushel. Ontario winter wheat flour also declined on Tuesday to the extent of 60c per barrel, making the price for high patents $14.70 in carload lots.

Buckwheat flour, 98 lbs.	5 25	5 50
Corn flour, 98 lbs.	....	6 00
Cornmeal, yellow, 98 lbs.	5 50	6 00
Graham flour, 98 lbs.	....	7 75
Hominy, grits, 98 lbs.	....	5 25
Hominy, pearl, 98 lbs.	....	5 25
Oatmeal, standard, 98 lbs.	....	5 00
Oatmeal, granulated, 98 lbs.	....	5 00
Peas, Canadian, boiling, bush.	....	4 25
Split peas	9 00	9 50
Rolled oats, 90-lb. bags	....	4 75
Whole wheat flour, 98 lbs.	....	7 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	8 00

Manitoba Flour Declined $1.10 Bbl.

Wheat Market in Very Erratic Mood During Week—Demand for Flour Light At Present.

Toronto.

FLOUR.—Two advances during the week sent Manitoba first patents flour up to $16.50 per barrel, a clear gain of $1.50. Ontario winter wheat flour advanced a like amount which makes the selling price in carload lots $15.45 per barrel. The wheat market was in an erratic state during the week. Cash wheat was strong with an advance of 6c per bushel recorded during the week. The October option, however, had some wild flights and from Wednesday of last week until Saturday increased 29⅜c per bushel, making the closing price on that day $2.45. In Winnipeg on Tuesday the cash wheat market closed 15c below that of Saturday while the October option was down 23c. In the face of this condition flour is again weak and a decline can be looked for if the wheat market does not shoot up again.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$15 40	$15.60
Second patents	14 90	15 10
Strong bakers	14 70	14 90
Ontario Winter Wheat Flour—		
High patents	14 70	15 00
Second patents	14 30	14 60

Cornmeal And Hominy Make Big Advances

Toronto

CEREALS.—Big increases were recorded in the price of cornmeal, corn flour, hominy grits and pearl hominy during the week. In corn flour the increase amounted to 90c per bag, and on hominy grits and pearl hominy the advance was in a like amount. Yellow cornmeal was quoted higher by 95c per bag. Rolled oats were also in higher market, quotations ranging from $4.65 to $5 per bag, while standard oatmeal was quoted from $5 to $5.50. There has been a big demand for cereals of all kinds and prices in the grain markets give no intimation that any lower prices can be looked for.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 00
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	5 25	5 50
Corn flour, 98 lbs.	....	6 15
Cornmeal, yellow, 98 lbs.	4 80	5 95
Graham flour, 98 lbs.	....	7 00
Hominy grits, 98 lbs.	....	6 15
Hominy, pearl, 98 lbs.	....	6 15
Oatmeal, 98 lbs.	5 00	5 50
Rolled oats, 90-lb. bags	4 65	5 00
Rolled wheat, 100-lb. bbls.	6 75	7 00
Whole wheat flour, 98 lbs.	6 75	7 00
Wheatlets, 98 lbs.	7 50	7 95
Peas, yellow, split, bush.	....	11 00
Blue peas, lb.	....	0 10

Above prices give the range of quotations to the retail trade.

Millfeeds Are Still Popular For Feeding

Toronto

MILLFEEDS.—Although the spring grass season is making rapid strides there is no indication that farmers and stockmen intend to materially curtail their millfeeds. They are getting good prices for their milk and butter and do not hesitate to spend money to get the production. There is however a noticeable falling off in the use of bran and prices in certain quarters have dropped $3 per ton, making the range of prices $40 to $43 per ton. Likewise shorts show an easier tendency and a range of $45 to $46 per ton is quoted.

Special middlings are quoted from $48 to $52. Ontario oats in nominal quotations are 2c higher at 76c to 78. There are no official quotations on Manitoba oats but where sales are made the price is around 89c.

Mill Feeds	Mixed cars ton	Small lots ton
Bran	$40-$43	$42-$45
Shorts	45- 46	47- 48
Special middlings	48- 52	50- 54
Feed flour	58- 63	60- 65
Ontario oats, No. 2 (nominal)	0 76	0 78
Manitoba oats, No. 2 (nominal)	....	0 89

Flour Fluctuating Again; Cornmeal $5.25 For 98's

Winnipeg.

FLOUR AND CEREALS.—Last week-end the flour business was practically at a stand-still as far as sales in the West were concerned, owing to the erratic flour market. Any movement in flour to Western Canada now is on delivery bookings previously placed. All milling companies are selling for immediate requirements only, and they are following the cash market. There has been some misunderstanding as to what was meant when the Government established the price of wheat at $2.94. It was thought by many that the price for all wheat would be fixed, but as far as the mills are concerned, they are paying cash prices for wheat. For example, on May 10th, they were paying $3.16, and since then prices have been fluctuating. There seems to be no established price for cash wheat, and the high price paid to-day represents a premium over what the Government paid for May, which was $2.94. The action taken by the Government does not appear to help the millers very much, as the Government is not letting them have any of that $2.94 wheat. Early this week flour was quoted at $15.40 per bbl. for first patents, second patents, $14.90; Clears, $14.30; XXXX., $13.30. Rolled oats are selling at $4 for 80's; thus there is no change in price. The market is very firm. There is a brisk demand for good milling oats. This was reflected in prices last week when they were asking 82c for good milling oats, this was 10c higher than the week previous. Naturally this has had an effect on the price of oatmeal, which is quoted at $5 for 98's. Package oats are still selling at $4.50 per case. Cornmeal has gone out of all bounds owing to the sharp advances which have taken place recently in corn, which sold as high as $1.28 per bushel last week. Cornmeal is being quoted at $5.25 for 98's. Quotations on feed are. Bran, $38; shorts, $41; mixed chop, $53, delivered to country points, in car lots. There is still a very heavy demand for feeds; prices are firm. Once the grass appears, market will no doubt be affected, but millers are not looking for cheap feed while the wheat market is so high.

Flour—		
Best patents	....	15 40
Bakers	....	14 90
Clears	....	14 30
XXXX	....	13 30
Cereals—		
Rolled oats, 80's	....	4 00
Rolled oats, pkgs., family size	....	4 50
Cornmeal, 98's	....	5 25
Oatmeal, 98's	....	5 00
Feeds—		
Bran, per ton	....	38 00
Shorts, ton	....	41 00
Mixed chop, ton	....	53 00

MANITOBA MARKETS

(Continued from page 43.)

difficulty is experienced getting space on steamers in the Pacific, and this will undoubtedly have an effect on prices of Japan teas.

Salmon 22c; Halibut 15c; Expect Fresh Lake Trout

Winnipeg.

FISH AND POULTRY. — Salmon is coming in very plentifully, but it is hardly thought that the price will be any lower than 22c. per lb. this week. Fresh halibut is also very plentiful, but the price is still 15c per lb. Dealers are expecting fresh lake trout in within the next two or three days. At the time of writing it is not known what the opening price will be. This week should see the arrival of catfish. The lakes in the north are still frozen, and there will not be any whitefish coming in from Lake Winnipeg for three weeks or a month. There is nothing doing as regards poultry yet; it is too early for spring chicken.

Whitefish	....	0 12
Salmon, frozen	....	0 15
Salmon, fresh	....	0 22
Halibut, fresh	....	0 15
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Mackerel, 20-lb. kits	....	3 00
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	....	1 50
Smelts, extra	....	0 23
Brook trout	....	0 35
Smoked fillets	....	0 17
Sea herring	....	0 07½

Potatoes Up Again; Cherries & Asparagus In

Winnipeg.

FRUIT AND VEGETABLES.—Since writing last week there has been a radical change in the situation as regards potatoes. The demand has picked up, resulting in higher prices. No. 1 white potatoes are bringing $1.75 to $2. New carrots are on the market, selling at 6c. Old turnips are still offered at 2c. per lb. Imported parsley is coming in cheaper now, viz., 60c. per dozen. There has been a decline in Florida tomatoes which are now quoted at $6 per case. Winter Nelles pears, which have been selling for months at $4.50 per box, are now unobtainable. Louisiana strawberries are finished, and their place is now taken by Arkansas strawberries at $5.50 for 24 quarts. Pineapples which are comparatively new on this market, have declined to $4.50 per case. Newest line on the market are cherries, $4.50 per box, and asparagus, $4.50 per crate.

Manitoba potatoes, bushel	1 75	2 00
Celery, Cal., case	....	8 50
Cucumbers, box	....	4 50
Carrots, new, lb.	....	0 06
Turnips, old, lb.	....	0 02
Cabbage, Cal., lb.	....	0 12
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 25
Lettuce, leaf, doz.	....	0 50
Imported mushrooms	....	0 90
Parsley, imported, doz.	....	0 60
Peas, green, lb.	....	0 20
Spinach, lb.	....	0 15
Tomatoes, Florida, case	....	6 00
Tomatoes, Mexican, case	....	4 00
Fruits—		
Oranges, navel, case	4 00	4 25
Lemons	5 00	5 50
Grape fruit	....	5 00
Malaga grapes, kegs	8 00	10 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.	....	11 00
Strawberries, Arkansas, case of 24 qts.	....	5 50
Bananas, lb.	....	0 05
Rhubarb, Washington, box	....	2 00
Pineapples, case	....	4 50

RETAILERS AID BACK-TO-THE-LAND MOVEMENT

A noticeable tendency among retailers, chiefly throughout the West, has been to recently interest themselves in the movement to induce young men to remain on the farm. Always interested in all community movements which have as their aim the betterment of the community life of the rural and urban districts, this question has recently taken on a new meaning as it affects the retail merchant. Community development in the country towns is the principle behind the movement in an endeavor to make life more attractive for the young people, and thus induce them to remain in the rural districts rather than crowding into the larger centres of population; the merchants in the smaller centres are being urged to take a keener interest in the life of the community and to increase the attractiveness of country and village life. In creating environments which may appeal to the young people, it has been suggested that social centres, libraries, etc., be established, and that merchants make their stores serve the community in which they are located in a broader and bigger sense as they relate themselves to the community life generally.

SALE OF CHEESE AT STANDSTILL IN CANADA

That much misapprehension exists as to what action the recently appointed Dairy Commission will take in regard to the cheese situation is becoming quite evident. At a gathering of the Brockville Dairymen's Board of Trade, the cheese situation was reviewed at length, and it was quite apparent that cheese producers would not accept the price of 22½c as a basis for the season. This price has been widely suggested by purchasers, but the opinion prevails that a price of from 25c to 27½c is necessary to relieve the farmers.

A letter read from Dairy Commissioner Ruddick, a member of the recently appointed commission, stated that nothing could be done in the matter until further instructions were received from the Imperial Government, but he assured cheese producers that they need have no misgivings over the matter of price, as such would be fair and reasonable for both parties concerned. In the meantime, the question as to whether business should be transacted or not should be left to the judgment of buyers and salesmen.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, May 15.—The most cheerful news emanating from wholesale circles to-day is that flour has dropped 40c a barrel, making the best now $15.70 a barrel. This is not enough of a drop to affect the price of bread, which is now generally 10c for a 14-oz. loaf. Standard granulated sugar is now $8.95 a barrel. No. 1 rice now calls for $140 and No. 2 for $125 per ton. Rolled oats have advanced; fresh eggs are still scarce at 45c a dozen wholesale. Butter is firm, but prices have not changed for some time. Hams and bacons are firm, and a rise in prices in the near future is expected. Best hams are now 30½c and best bacons 33c. Local green vegetables are commencing to come in, thus cutting off largely imports from the South. This does not apply to cabbage and head lettuce, of which imports are still heavy. Strawberries are selling slowly, though prices have eased up a little. Apple stocks are getting low.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	....	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	....	15 70
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1	....	140 00
Do., Siam, No. 2	....	125 00
Beans, Japanese, per lb.	....	....
Potatoes, per ton	....	65 00
Lard, pure, in 400-lb. tierces, lb.	....	0 28½
Butter, fresh made creamery, lb.	....	0 49
Eggs, new laid, in cartons, doz.	....	0 45
Cheese, new, large, per lb.	....	0 29

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 15.—Fine weather is now prevailing throughout the West and seeding is progressing satisfactorily. If any article of food in common use in every household has not advanced in price within the last few days it is the exception and not the rule. In the flour market this commodity has risen in price $1 per barrel during the week, and wholesale quotations for No. 1 patents at Regina yesterday were $15.80. In common with flour, rolled oats are over $1 higher, being quoted at $4.75 and rice at $5.50 per hundred shows an advance of $1. Graham flour is up 50c a bail and cream of wheat has advanced $1.80 per case, being quoted at $9. Roman meal is up 60c a case, and cornmeal is considerably higher at 10's for $6 and 49's at $2.80. Lard, which has been soaring continually since last fall, continues its upward flight, and an advance of over $1 is reported this week, 3's now being quoted at $16.15. Eggs are much higher in price at 38c. Butter is quoted at 42c. Bacon has advanced 2c. Red Cross brand pickles have advanced 25c per dozen, and most lines show a tendency upward. All lines of jams are higher, and pork and beans are up 25c per case. Blue Ribbon tea shows an advance of 2c per pound.

Tapioca is quoted up to 10¾c per pound, and currants in bulk are 1c per pound higher. Nearly all brands of soda biscuits have gone up from 2c to 4c a tin and 1c per pound on bulk. Campbell's soups are up 25c, corn syrups showing a similar advance. Canned pineapples are reported to be very scarce, and as a result an increase of 75c per case has been made effective. Owing to the short crop, local wholesaleers state they will only be able to get about one-third their order. St. Charles milk, all sizes, is higher.

A general advance of from 50c to $1 in all lines of soap has occurred, Royal Crown borax showing an advance of 50c per case. Royal Crown laundry is quoted at $5.90 per case. Taylor's borax has been increased 60c per case. Fels Naphtha is up 55c, and Young Tom washing powder is now $1.35 per case. Salmon quotations on finest sockeye are now $13.25, and for pinks $7.50 per case. Tomatoes are $4.65, and raspberries $5.45 per case.

REGINA		
Beans, small white Japan, bu.	....	7 50
Flour, No. 1 patents, 98s, per bbl.	....	15 80
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	4 75
Rice, Siam, cwt.	....	5 50
Sago and tapioca, lb.	....	0 10¾
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, gran., cwt.	....	9 14
Cheese, No. 1 Ontario, large	....	0 30
Butter, creamery, lb.	....	0 42
Lard, pure, 3s, per case	....	16 15
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 38
Tomatoes, 3s, standard case	....	4 65
Corn, 2s, standard, case	....	3 75
Peas, 2s, standard, case	....	2 95
Apples, gals., Ontario	....	2 25
Strawberries, 2s, Ont., case	....	5 15
Raspberries, 2s, Ont., case	....	5 45
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case	....	13 25
Salmon, pink, tall, case	....	7 50
Pork, American clear, per bbl.	10 75	11 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 15.—Continued rise in flour followed by a cessation in wheat trading has left the market in an uncertain state, with mill prices withdrawn, but there were some local sales at $16.90 on Manitoba and $15.75 on Ontario. Potatoes are extremely scarce, and are firm at $7. Throughout the province determined efforts have been made to increase production this year. Price changes as usual are practically all advances. Ordinary cornmeal bags are $3.50. Siam rice has had a sudden heavy advance to $2 to $8 and $8.10 per hundred. Cheese is easier at 27c and 28c. Eggs had a slight decline at 34c to 38c a dozen. Corned beef is quoted $3 to $4.25. Canned apples are $3.25 to $3.50 per case. Cream of tartar has advanced, and is now 51c to 54c per pound. Pork and beans have a wider range, from $4 to $5.50. Bermuda onions are $3.40 to $3.50 per case. New Florida tomatoes are on the market at $5 for a 30-lb. crate. All laundry soaps have advanced 50c per case. Evaporated milk is up 25c a case. Medium dry codfish has advanced to $9 per hundred.

ST. JOHN, N.B.—		
Flour, No. 1 patents, bbls., Man.	....	16 90
Ontario	....	15 75
Cornmeal, gran., bbls.	....	9 75
Cornmeal, ordinary, bags	....	3 50
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.	....	9 75
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	9 00	9 10
Rice, Siam, cwt.	8 00	8 10
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 75	8 80
Bright yellow	8 55	8 60
No 1 yellow	8 35	8 40
Paris lumps	10 00	10 25
Cheese, N.B., twins	0 27	0 28
Eggs, new-laid	0 34	0 38
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb	0 40	0 43
Lard, pure, lb.	....	0 29½
Lard, compound	....	0 22¼
American clear pork	53 00	55 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ont., case	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 00	9 25
Salmon, Chums	5 25	5 50
Sardines, domestic, case	....	5 65
Cream tartar	0 51	0 54
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12
Raisins, fancy, lb.	....	0 12¾
Raisins, seedless, lb.	....	0 15
Prunes 90-100, lb	0 12½	0 13
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon	0 26	0 27
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Apples, Oregon, box	....	3 50
Lemons, Messina, box	4 00	4 50
Lemons, Cal., box	4 00	4 50
Oranges, Cal., box	3 50	4 00
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	....	7 00
Onions, Bermudas, 50-lb. crate	3 40	3 50
Tomatoes, Florida, 30-lb. crate	....	5 00

PRODUCE AND PROVISIONS

Hogs Record Price; Products Advance

Montreal.

PROVISIONS. — The market on all lines of pork products continues very high. Prices of hogs have now reached their highest in the history of the trade —record height for Canada it is said, being the present quotations, live, $18 to $18.25 per hundred pounds, dressed, $24.25 to $24.50 per hundred pounds. These high prices are being felt in the prices of the cured products, and in practically all lines of pork products there have been advances this week of from half a cent to one cent over last week's figures. Pure lard is scarce, and high. Canadian packers are running very close on stocks, and in some instances are buying in Chicago to replenish their supplies. Shortening has been advanced due to higher prices of cottonseed oil, and the firmness of tone in this entire market is likely to remain.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs —		
Plain	0 32	0 34
Boneless, per lb.	0 34	0 35
Bacon—		
Breakfast, per lb.	0 32	0 33
Roll, per lb.	0 26	0 27
Dry Salt Meats —		
oLng clear bacon, ton lots	0 24	0 25
Long clear bacon, small lots	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb	....	0 42
Hams, roast, per lb	....	0 46
Shoulders, boiled, per lb	0 36½	0 37½
Shoulders, roast, per lb	0 37	0 37½
Lard, Pure—		
Tierces, 400 lbs., per lb	....	0 27
Tubs, 60 lbs.	....	0 27
Pails	....	0 27½
Bricks, 1 lb., per lb	....	0 28½
Shortening—		
Tierces, 400 lbs., per lb	0 21¼	0 21½
Tubs, 50 lbs.	0 21½	0 21¾
Pails, 20 lbs., per lb	0 22¼	0 22½
Bricks, 1 lb., per lb	0 22½	0 23¼

Poultry Still in Average Market

Montreal.

POULTRY. — In the poultry market since last weeks' report nothing of note has occurred. The arrivals of live poultry are still insignificant, and the market is mainly supplied with storage birds, which are in quite as good demand at present, and which are attractively packed. Prices of poultry are unchanged for this week, and demand is fairly active, as poultry takes a very good place amongst flesh foods at present as regards prices from the point of view of economy.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	....	0 30
Old roosters		0 20
Roasting chickens	0 25	0 27
Young ducks	....	0 25
Turkeys (old toms, dressed, lb.	....	0 32
Turkeys (young)	....	0 33

Chicago Eggs Cheaper Than Some Canadian

Montreal.

EGGS.—Prices of eggs in the country during the past week have been very irregular. Some buyers appear to want eggs at any price, and the result has been competition for eggs at high prices, in some instances as high as 40 cents per doz., being paid in the country. The general run of prices, however, has been from 37 to 38 cents. Many Canadian dealers are importing current receipt eggs from Chicago to use for their local trade, as these eggs delivered duty paid are a good deal cheaper than Canadian, and answer the purpose quite as well since the quality of the Northern States egg due to cool weather of late is quite as good as that of Canadian eggs. Local selling prices to retailers are higher, but it is the opinion of dealers that the market has touched the top, and they are looking for some reaction. There is some enquiry for export eggs, but owing to the fact that it is impossible to book any space for sea transport, sales have not been consummated. Egg receipts in Montreal for the week ending May 12th were 19,071 cases as compared with 24,047 cases for the corresponding period last year.

Eggs—		
New laid	0 42	0 44

Country Cheese Dull A Shading Downward

Montreal.

CHEESE. — There is still a waiting period in the market for cheese in the country. Factories are making the product as milk supplies come forward quite plentifully, but while the Imperial Commission delays to decide on purchases and prices, the general market also waits. A shading is noted in the market as far as supplies to the retailer are concerned. This takes the form of a reduction of a cent a pound on Large New, New Twins, and Triplets. Fancy Old Cheese is very scarce at present, and it is remarked that the make from fodder-fed cows has not the keeping quality of grass fed. But grass-fed milk will be coming forward more plentifully soon. Only 14.188 boxes of cheese are recorded as receipts in Montreal for the week ending May 12th, as compared to 33,506 boxes for the corresponding period last year.

Cheese—		
Large (new), per lb	0 26	0 26½
New twins, per lb	0 26	0 26½
Triplets, per lb.	....	0 26½
Stilton, per lb.	....	0 29
Fancy, old cheese, per lb	....	0 32

Country Butter Was In Variable Market

Montreal.

BUTTER. — In the country prices of butter showed during the past week a tendency to irregularity around a little over 40 cents to a little over 42 cents for fine and pasteurized butter. The cheese market which is dilatory is said to be affecting butter a little, but the phase will be transient in all probability, and the market will probably rule rather to the firm side in the main. Just at present there is coming forward principally mixed grass and fodder-fed quality butter, but all grass fed may be expected within the week. Reports from the country are favorable as to quantity and quality. Arrivals in Montreal for the week ending May 12th were 5,367 packages, as compared with 7.654 packages for the corresponding period last year. More production is, however, expected.

Butter—		
Creamery prints (fresh made)	0 41	0 41½
Creamery solids (fresh made)	0 43	0 44
Dairy prints choice, lb	0 37	0 38
Dairy, in tubs	0 33	0 34
Bakers	0 30	0 31

Honey and Maple Market Steady

Montreal.

HONEY AND MAPLE. — Honey remains in market unaltered from that described last week, and demand is not particularly active. The production season for maple syrup and sugar, though carried on for rather longer than usual this year, is over, and the general report is rather a restricted output, of rather finer product than usual. Prices in the country did not soar above $1.40 per Imperial gallon for the syrup, and 14 cents for the sugar and these high prices were not widely prevalent, but with a distinct shortage of maple product this year prices to retail trade may advance as the stocks dwindle. The cost of cans has to be considered seriously this year.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb		0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins		0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 131 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.	0 14	0 15

Live Hogs Easier; Compound Lard Up

Demand for Meats Expected to Be Heavier With Coming of Nice Weather.

Toronto

PROVISIONS.—There was a slightly easier tone to the market for live hogs during the week, although the numbers arriving at the first part of the week were rather light. At f.o.b. points

slightly higher prices were paid by about 15c per hundred. Fed and watered hogs were quoted from $16.90 to $17 per hundred during the week and off cars at $17.25. Compound lard was quoted ¾c per pound higher during the week following the firmness in the cotton oil market. There has been a very good demand for compound and pure lard, the demand in this respect keeping up surprisingly well in the face of the high prices. Dealers state they are sold up on lard which is unusual for this time of the year with receipts of lard normal. The demand for meats of all kinds has been fair but it is expected to be heavier in the near future with the development of the demand for picnic hams.

Hams—		
Medium, per lb.	0 30½	0 32
Large, per lb.	0 26	0 28
Backs—		
Plain	0 35	0 37½
Boneless, per lb.	0 36	0 39
Bacon—		
Breakfast, per lb.	0 32	0 40
Roll, per lb.	0 27½	0 28
Wiltshire bacon, per lb.	0 31	0 34
Dry Salt Meats—		
Long clear bacon	0 25	0 26½
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 42
Hams, roast, per lb.	0 41	0 44
Shoulders, roast, per lb.	0 36½	0 41
Barrel Pork—		
Mess pork, bbl., 200 lbs.	46 00	48 50
Short cut backs, bbl., 200 lbs.	48 00	52 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26½	0 27
Compound tierces, 400 lbs., lb.	0 22¼	0 22¾
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	23 50	24 50
Live, off cars	....	17 25
Live, fed and watered	16 90	17 00
Live, f.o.b.	16 15	16 40

Dairy Butter Is Now More Plentiful

Toronto

BUTTER.—There was an easier tendency in the butter market during the week although no declines were noted. With a larger volume of creamery butter being produced in the eastern part of the Dominion, particularly in Quebec, there has been an easier tone. In Ontario the production of dairy butter is mounting up to better figures due to the fact that the cattle are getting some grass and milk production is consequently much better. Prices remained unchanged during the week.

Creamery prints, fresh made	0 44	0 45
Creamery solids	0 41	0 42
Dairy prints, choice, lb.	0 38	0 41
Dairy prints, lb.	0 36	0 37½
Bakers	0 28	0 35

American Eggs Are Coming to Ontario

Toronto

EGGS.—Owing to the high prices that are prevailing in country points eggs from the United States are being brought into this market. Commission men have had to pay in the neighborhood of 40c per dozen in country points in Ontario whereas fresh eggs from the Chicago district could be brought in during the week at about 38c per dozen after duty and freight had been paid. There has been eager bidding for eggs for storage purposes and the local egg market was consequently put up to higher levels. Some of the commission men are putting the American eggs into storage. With the cheaper eggs in the American market there is pretty sure to be an easier tendency in the local market as buyers have not been troubling themselves about the local production. Six or seven cars of American eggs are already on the way and one had been received at the first part of the week. Prices were 1c higher as a result of the conditions prevailing.

Eggs—		
New laid, cartons	....	0 43
New laid, ex-cartons	....	0 41

Cheese Market Is Still Very Unsettled

Toronto

CHEHESE.—There is still a very unsettled condition in the cheese market due to the fact that the purchasing commission has not yet announced the price at which they will buy cheese. At the cheese board during the week considerable quantities of new cheese were offered but the only bids made were around 20c per pound and the makers refused to take these offers. There is a feeling among commission men that cheese is pretty sure to be lower in price, as they anticipate the commission will fix a lower price than current recently. Quotation remained unchanged during the week.

Cheese—		
New, large	0 27½	0 29
Old, large	0 28½	0 29
Stilton	0 28½	0 30

Spring Broilers Are Coming Better Now

Toronto

POULTRY.—A few spring broilers reached the local market during the week but as yet they are rather poorly prepared birds. Those weighing over a pound and a half are commanding 50c per pound while those under a pound are bringing 45c per pound. It is anticipated that larger members will henceforth reach the market. A larger number of turkey gobblers reached the market during the past week. They are fairly large size, weighing from 15 to 20 pounds. These find a ready sale for the hotel and restaurant trade where they can be utilized to advantage without so much waste. Arrivals of hens and roosters have been light during the week. Quotations remain unchanged.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 22	0 25
Hens, fresh, dressed, per lb.	0 20	0 24
Turkey goblers, dressed, fresh	....	0 24
Spring chickens, live, lb.	....	0 45

Prices are those paid at Toronto by commission men.

Maple Syrup Crop Has Been Normal One

Toronto

MAPLE SYRUP, HONEY.—There has ben a fairly good yield of maple syrup in the Eastern sections of the Dominion, although in Ontario the yield has been light. Quebec has sent fairly good supplies of syrup to this market as she has done in former years. Prices have been higher this year in sympathy with the advance in almost every food line. Honey stocks are getting within narrow scope and prices have advanced ½c per pound during the week.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	1 75	1 80

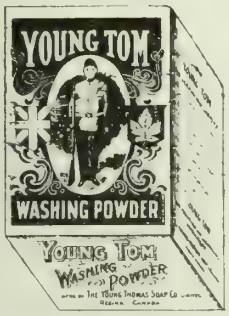
Eggs Holding Up Country Prices 36-36½c

Winnipeg.

PRODUCE AND PROVISIONS. — Hogs have been slightly easier during past week and price receded from $16 to $15.75. Receipts are fairly plentiful. Both lard and shortening registered a slight advance, the basis last weekend being 26¼c for pure lard in tierces and 19½c for shortening. Previous prices are all firm, especially breakfast bacon. Eggs.—The market last week was an exciting one, with radical advances; dealers were paying country merchants as much as 36c and 36½c. Both Eastern and Western buyers have been enquiring for supplies, and there have been some reports of purchases for export sales, which brought 36c at seaport, subject to boat space. Indications point to a continuance this week of present prices. Butter.—The situation was unchanged last week, country merchants paying creameries 40½c for No. 1 solids, f.o.b. Winnipeg. Receipts are increasing. Cheese.—The Eastern market is a little firmer, consequently the buying price at local factories advanced a cent, to 26c. Dealers in Winnipeg are paying 27½c.

Hams		
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Light, lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 32	0 33
Breakfast, select, lb.	0 38	0 39
Backs, regular	....	0 30
Backs, select, per lb.	....	0 32
Dry Salt Meats—		
Long clear bacon, light	0 24	0 24½
Backs	0 25	0 25½
Barrelled Pork—		
Mess pork, bbl.	....	45 00
Lard, Pure—		
Tierces	....	0 26¼
20s	....	5 45
Cases, 5s	....	15 95
Cases, 3s	....	16 05
Lard, Compound—		
Tierces	....	0 19½
Tubs, 50s, net	....	9 88
Pails, 20s, net	....	4 10
Butter—		
Fresh made creamery, No. 1 cartons	....	0 43
Fresh made creamery, No. 2	....	0 42
Fresh Eggs—		
New laids	....	0 38
Cheese—		
Ontario, large Sept	29 00	30 00
Ontario, large, fresh	0 27	0 27½
Manitoba, large, fresh	0 27½	0 28

Three Ready Sellers



YOUNG TOM SOAP POWDER

A package will make 4 gallons of soft soap simply by adding boiling water.

Display the Open Box on Your Counter



GLYCERINE PUMICE

A Really Scientific Hand Cleanser



Display the Open Box on Your Counter

PURE OLIVE CASTILE

The only pure olive oil product made to retail at 5c. per cake.

Ask your jobber for these lines. He carries them.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by

Walter Baker & Co., Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Kindly mention this paper when writing to advertisers.

KLIM

SPELL IT BACKWARD

PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED

Tell Your Customers

about Klim. They will easily realize the great advantage of having a constant supply of fresh milk available at all times—even in the hottest weather.

Klim will not sour or deteriorate; dissolves quickly in water and makes a pure, wholesome milk for all domestic uses.

Order from your wholesale Grocer.

Canadian Milk Products, Limited

10-12 William Street

TORONTO

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

If any advertisement interests you, tear it out now and place with letters to be answered.



Display tempting, tasty Aylmer Orange Marmalade

Made from Natural Ripe Oranges and Pure Cane Sugar. Made in Canada for Canadians.

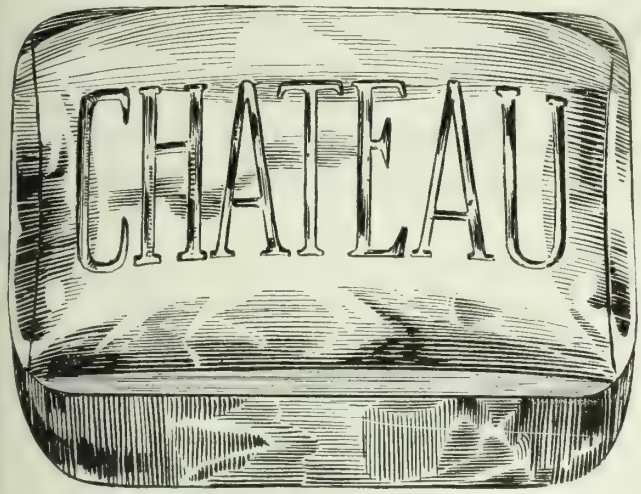
A few jars on your counter, shelves or window will remind the housewife and appeal to her purse. Try it out.

Dominion Canners
LIMITED
Hamilton - Canada



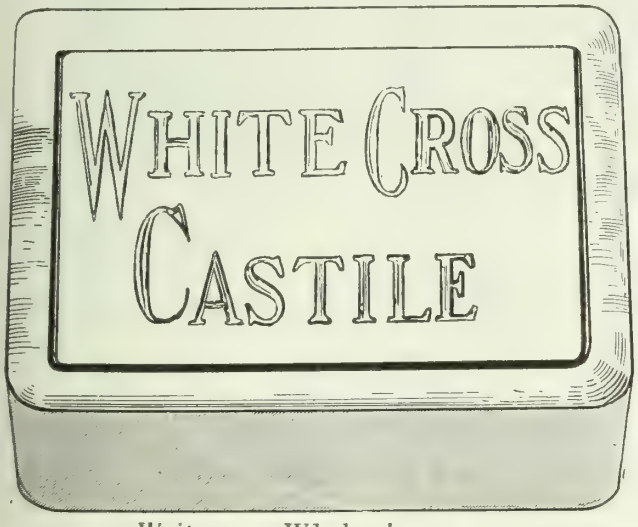
Trade Price, 45c per doz.

A popular seller worth displaying. It brings the customer back for more.



Trade Price, 80c per doz.

A snappy seller everywhere. The beautiful transparency and undoubted quality of this RICHARDS line make it a favorite with everybody.



Write your Wholesaler or

The Richards Pure Soap Co.
LIMITED
WOODSTOCK, ONTARIO

Ask Us For

Wrapping Papers

10,000 Rolls and Reams

and

Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

If any advertisement interests you, tear it out now and place with letters to be answered.

Look It Up In

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

Full information on every article handled by the grocery trade. Hundreds of trade "Pointers" which are of practical value in buying, selling and caring for goods. An *encyclopedia of all foods* that you have ever seen or heard of. *Food dictionaries* in English, German, French, Italian and Swedish.

1,200 subjects, 500 illustrations, 80 full-page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

WHAT JOBBERS SAY

"We find it one of the finest and most valuable books we have ever seen in a long time; every wholesaler as well as retailer should have one." *The John Bird Co.*

"It is a very fine book and we have occasion to refer to it many times." *Kimball Bros. Co.*

"I appreciate your splendid book a great deal. Its valuable information will help me in my business as a grocery salesman."
A. C. Robinson, with the Daniells Cornell Co.

"A most interesting book and we find a constant pleasure in referring to it."
Newport Paper & Grocery Co.

"The best thing we have seen for the education not only of the retail but also of the wholesale grocer." *E. T. Smith Co.*

"A very attractive looking book and one which we should think every groceryman would be glad to own."
E. G. Whittelsey & Co., Inc.

GROCERS' OPINIONS

"I value your Encyclopedia very much and find it very instructive."
S. G. Hunt, Twin Mountain, N.H.

"I surely do appreciate your book."
M. N. Doubleday, North Dana, Mass.

"We think it a very valuable book very instructive." *O. B. Parks, Westfield, Mass.*

"We are more than pleased with the Encyclopedia and value it very much."
Wookey Bros., Waterbury, Conn.

"The very best book I have ever seen."
S. E. Campbell, Fairlee, Vt.

"I wish to thank you for bringing this book to my notice."
H. S. Young, Norwichtown, Conn.

"A fine instructive book."
O. A. Stevens, Ludlow, Me.

"One of the finest books I have ever seen."
L. N. Perreault, Attleboro, Mass.

PRICE $10.50; DELIVERY PREPAID. Send your Order to

THE CANADIAN GROCER

TORONTO, CANADA



It's a foregone conclusion

that your customers will buy Malcolm Milk Products regularly after a trial. Repeat sales are the every-day rule with Malcolm's, and good profits are assured.

5-case lots delivered to any part of Ontario, Quebec, or Maritime Provinces. Freight paid up to 50c per 100 lbs.

The Malcolm Condensing Co., Limited
ST. GEORGE, ONTARIO
"The Only Canadian Milk Company"

MOIRS CHOCOLATES

will develop your candy department

Their tasty wholesomeness will satisfy the candy connoisseur, and the wide margin of profit they produce will quickly build up for you a worth-while business in this direction.

You can order your supplies of Moirs in bulk or packages, and we guarantee quick, satisfactory service.

Tone up your candy sales by pushing these popular confections.

MOIRS, LIMITED
HALIFAX, CANADA



Something every customer needs

A reliable high quality shoe dressing satisfactory in every way.

The demand for Regent Shoe Dressings is in evidence the year round, and dealers would be well advised to stock these superior quick sellers. Sold through wholesale grocery houses at 75c per dozen.

How about a first order?

Chas. Tilley & Son
MANUFACTURERS
90 Richmond Street West, Toronto

NORWEGIAN BRISLING

(SARDINES)

Not to be mistaken for Sild, or what you buy as Sardines!

THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE
STAVANGER (Norway)
Apply: Standard Imports, Limited, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Great Reduction

Slightly used refrigerators suitable for Butchers, etc.

1—No. 2 Eureka	Refrigerator	- - -	7′ x 8′ x 11′
1—No. 1	"	"	- - -	12′ x 8′ x 12′
1—No. D	Standard	"	- - -	7′ x 10′ x 10′
1—No. B	"	"	- - -	6′ x 9′ x 11′
1—No. B	"	"	- - -	7′ x 6′ x 11′
1—No. B	"	"	- - -	6′ x 6′ x 10′
1—No. 2 Eureka		"	- - -	7 x 5 6 x 11

The above all in absolutely first-class condition and all refinished on outside. These will be sold at bargain prices. Now is your chance for a cheap box. Communicate to us direct or to our representatives in the different cities in Canada.

Representatives:—Mr. James Rutledge, 2608 Waverley St., Montreal, Que.; phone St. Louis 876. Mr. Geo. Simonds, 334 Markham St., Toronto, Ont.; phone College 8794.

THE W. A. FREEMAN & CO.
LIMITED

Hamilton, Canada

Bacon

"Star" Brand English Breakfast Bacon as sent out by us is the result of over sixty years of experience in the Curing of Good Bacon. It has no superior for delicious quality. Just try it yourself and you will be able to tell your customers so.

Made under Government Inspection.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER
ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0.95	$0.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms.

BAKING POWDER
WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.65
6-oz. Tins, 4 doz. to case weight 25 lbs.	.90
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.30
12 oz Tins, 4 doz. to case, weight 48 lbs.	1.60
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.25
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.
JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2.40
Currant, Black	2.50
Plum	2.30
Pear	2.30
Peach	2.30
Raspberry, Red	2.50
Raspberry and Red Currant	2.40

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1.75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.	
2-lb. tins, 2 doz. case	$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, ½ doz. in case	4.40
20-lb. tins, ¼ doz. in case	4.25
Perfect seal glass jars in the case	3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 80c. or with Sauce, 4 doz. to case	$0.90
1's Baked Beans, Plain, 4 doz. to case	.95
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.15
1's Baked Beans, Chili Sauce, 4 doz. to case	1.15
2's Baked Beans, Plain, 2 doz. to case	1.60
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	1.85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1.85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $2.45 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, $3 doz.; 3's, Chili Sauce, $3 doz. The above 2 doz. to case 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz
Tumblers, Vacuum Top, 2 doz. in case	$1.60
12-oz. Glass, Screw Top, 2 doz. in case	1.80
16-oz. Glass, Screw Top, 2 doz. in case	2.30
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2.30
2's Tin, 2 doz. per case	3.20
4's Tin, 12 pails in crate, per pail	.95
5's Tin, 8 pails in crate, per pail	.70
7's Tin or Wood, 6 pails in crate	.90
14's Tin or Wood, 4 pails in only, per lb.	.13
30's Tin or Wood, one pail crate, per lb.	13

BLUE

Keen's Oxford, per lb	0 17
In cases 12—12 lb. boxes to case	0 17

CEREALS
WHITE SWAN

	Per ca
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$2
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2
Health Flour, 5-lb. bags, per doz.	3
King's Food, 2 doz. to case, weight 95 lbs.	5
Diet Flour, 3½ lbs., 1 doz. to case, per case	4
Wheat Flakes, per case of 2 doz., 25c pkgs.	4
Wheat Kernels, 2 doz. to case	2

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2
Perfection, ½-lb. tins, doz.	2
Perfection, ¼-lb. tins, doz.	1
Perfection, 10c size, doz.	
Perfection, 5-lb. tins, per lb.	

(Unsweetened Chocolate)

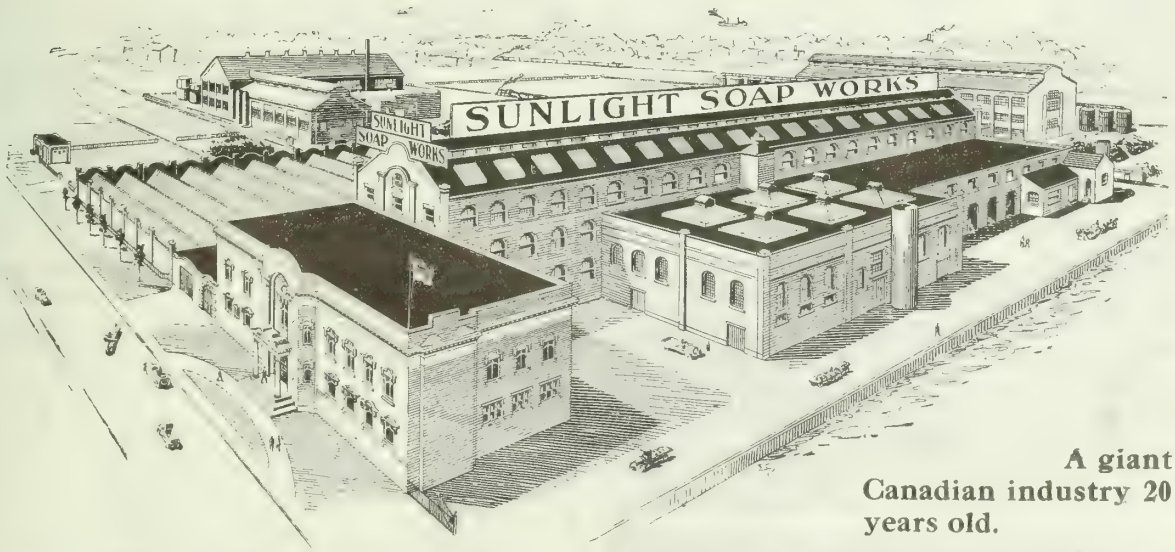
Supreme Chocolate, 12-lb. boxes, per lb.	6



As good as guaranteed

Look them over. You'll admit that the "Big Five" lines shown above are the best known and most popular specialties of their kind in the market. Why is this? QUALITY, and again, ADVERTISING, and again, REPUTATION. You can't beat that combination. Stock these lines, big, you're safe!

Lever Brothers Limited, Toronto, Canada



A giant Canadian industry 20 years old.

If any advertisement interests you, tear it out now and place with letters to be answered.



Plan for bigger fish sales this Summer

Light, nourishing, appetizing sea foods find a strong appeal during the warm weather weeks.



If you want better fish sales this summer; if you want heavy sales the year through, build them on the quality and wholesomeness of

Brunswick Brand Sea Foods

Ask your wholesaler to supply you to-day.

You'll like their selling qualities from the first. Your customers will like them and will come again for more. Get a trial shipment.

CONNORS BROS., LTD.
BLACK'S HARBOR, N.B.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12 lb. boxes	0 28
Icings for Cake	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size -

2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ...
No. 16 Jar ...
No. 4 Jar ...
No. 10 Can ...

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can.....
No. 10 Can ...
Picnic Can ...

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 90
Jersey Brand, Hotel, each 24 cans	5 90
Peerless Brand, Hotel, each 24 cans	5 90
St. Charles Brand, Tall, each 48 cans	6 00
Jersey Brand, Tall, each 48 cans	6 00
Peerless Brand, Tall, each 48 cans	6 00
St. Charles Brand, Family, each 48 cans	5 25
Jersey Brand, Family, each 48 cans	5 25
Peerless Brand, Family, each 48 cans	5 25
St. Charles Brand, small, each 48 cans	2 50
Jersey Brand, small, each 48 cans	2 50
Peerless Brand, small, each 48 cans	2 50

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Branch, each 24 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Compressed Corn Beef, ½s, $2.75 1s, $3.50; 2s, *$9; 6s, $34.75 14s, $68.00.

Roast Beef, ½s, $2.75; 1s, $3.50; 2s, *$9; 6s, $34.75.

Boiled Beef, 1s, $3.50; 2s, $9; 6s, $34.75.

Jellied Veal, ½s, $2.75 1s, $3.50 2s, $7.

Corned Beef Hash, ½s, $2.

Beefsteak and Onions, ½s, $2.75 1s, $3.50; 2s, $9.00.



Your Voice May Be An Asset—

There are some voices that it is a genuine pleasure to hear over the telephone—so cheerful, so courteous and pleasant. You know at once the speaker is eager to be helpful and glad of the opportunity of serving you.

Would not a voice like this answering YOUR customers be a real asset to your business?

The habit of answering all calls promptly and pleasantly should be acquired and cultivated. It makes your customers not only glad to call your store but open to your suggestions—suggestions that may mean larger sales and bigger profits.

Give the telephone the attention it deserves. You can make it the most valuable member of your sales force.

"Good service—our true intent."

The Bell Telephone Co. of Canada



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company

Oshawa, Ontario

When you sell

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS

You give your customers goods made in Canada from Canadian materials by Canadian employees.

H. J. Heinz Company

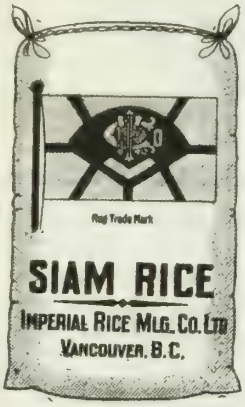
Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.

Get Ready Now For Better Summer Profits

Prepare to meet the demand of your customers for a really high-class summer beverage by stocking

BARNES GRAPE JUICE

—that delicious, sparkling Concord product so popular with lovers of superior quality.

Order now.



The Ontario Grape Growing and Wine Mfg. Company

ST. CATHARINES, ONTARIO

Cambridge Sausage, 1s, $3.00; 2s, $5.50.

Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.00; 1s, $3.00; 4s, $20.00.

Sliced Smoked Beef, glass, ⅛s; ¼s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.50.

Ham and Veal, ½s, $2.

Potted and Devilled Meats, tins - Beef, Ham, Tongue, Veal, Game. ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.50; 1s, $6.25; 1½s, $9.50; 2s, $13.

Ox Tongues, Glass, 1½s, $12; 2s, $14.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clark's Peanut Butter -Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter- Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain Talls, 1s, 95c; 2s, $1.60; 3s, $2.40; 6s, $8; 12s, $12; 3s, flat, $2.15.

Individuals, 80c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.15; 2s, $1.85; 3s, $3; 6s, $10; 12s, $14.50; 3s, flat, $2.50.

Individuals, 90c doz.

Pork and Beans, Chili, 1s, $1.15; 2s, tall, $1.85; 3s, flat, $2.50.

Individuals, 90c.

Tomato Sauce, 1½s, $1.75; Chili Sauce, 1½s, $1.75; Plain Sauce, 1½s, $1.45.

Vegetarian Baked Beans, Tomato Sauce, Talls, $1.80.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.15.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.15.

Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITEE

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz., pts., doz.	1 20
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 30-lb. tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 37
Victoria, ch. 90 lbs., lb	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho. dredge Per doz.
Allspice	$0 48	$0 90
Arrowroot, 4 oz. tins 90c	....	....
Cayenne	0 48	0 90
Celery salt	....	....
Celery pepper	....	....
Cinnamon	0 48	0 90
Cinnamon whole, 5c. pkgs., window front, 45c	....	....
Cloves	0 48	0 90
Cloves, whole, 5c. pkgs., window front, 45c	....	....
Curry powder	....	....
Ginger	0 48	0 90
Mace	1 25	....
Nutmegs	0 48	0 90
Nutmegs, whole, 5c pkgs., window front, 45c	....	....
Paprika	0 48	....
Pepper, black	0 48	0 90
Pepper, white	0 52	0 95
Pastry spice	0 48	0 90
Pickling spice, window front, 90c	....	....
Shipping weight per case	10 lbs.	15 lbs
Dozens to case	4	4

The Big Sellers
FOR VICTORIA DAY

Bananas
Strawberries
Pineapples
Oranges **Lemons**
and
Tomatoes

We have them all of **Best Quality.**

Order Early From

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

24th May
For The Holiday Trade

Fresh Strawberries, Pineapples, Bananas, Tomatoes, etc.

Prices are coming down on all lines of fresh fruits.

The only commodities selling at pre-war prices.

Motto *Eat more Fruit and less Meat and Save Money.*

We deal direct with the growers and sell quickly on small profits, thereby ensuring the freshest delivery.

WHITE & CO., LIMITED
Renowned for Quality
TORONTO
Branch at Hamilton.

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

It repeats!



Sterling Tomato Catsup is so delightfully appetizing and so temptingly delicious that every first purchase is a guarantee of more to follow.

Sterling Tomato Catsup

has a rich attractive redness that makes attractive displays easy. Get this dependable seller in front to-day and note its profit-making popularity.

T. A. Lytle Co., Ltd.

STERLING ROAD, TORONTO

INDEX TO ADVERTISERS

A

Acadia Sugar Co. 13
Ackerman, H. W. 11
Adam & Co., Geo. 10
American Computing Co. 3

B

Babbitt's Cleanser 13
Baker, Walter, Co. 49
Bain, Donald H., Co. 9
Bell Telephone Co. of Canada.. 57
Benedict, F. L. 64
Betts & Co.....Inside front cover
Borden Milk Co. 1
B. & L. Mfg. Co. 15
Brantford Computing Scale Co. 17

C

Cameron & Heap, Ltd. 5
Canadian Milk Products, Ltd.. 49
Canadian Salt Co., Ltd..... 63
Church & Dwight 63
Clark, W., Ltd. 7
Climax Baler Co. 6
Cockburn, F. D. 8
Commercial Underwriters 64
Connors Bros., Ltd. 56

D

Davis & Sons, Ltd., S..... 15
Denault Grain & Provision Co., Ltd. 12
Direct Supply Association 64
Dole Bros. Hops & Malt Co... 6
Dominion Canners, Ltd. 50

E

Eckardt, H. P., Co. 59
Elliot, W. F. 11
Escott, W. H., Co., Ltd..... 9
Eureka Refrigerator Co., Ltd.. 19

F

Fearman, F. W., Co., Ltd.... 54
Freeman, The W. A., Co..... 54
Furnivall-New, Ltd. 15

G

Gillespie, The Robt., Co.....9, 14
Gleba Polish Co. 57
Gordon, Ironsides & Fares Co., Ltd. 18
Grant, C. H., Co. 10

H

Hamblin-Brereton Co., Ltd. ... 11
Hargreaves Bros. of Canada, Ltd. 13
Heinz & Co. 57
Horne, Harry. Co. 11
Horton-Cato Mfg. Co. 14
Hop-Malt Co. 64
Hygienic Products Co. 2

I

Imperial Extract Co. 2
Imperial Rice Milling Co. 58

J

Jarvis, F. S., & Co..... 2
Jones, C. & J 9

L

Lake of the Woods Milling Co. Back cover
Lalonde, A. 11
Lambe, W. G. A., & Co..... 11
Lemon Bros. 61
Lever Bros. 55
Loggie, Parsons & Co..... 11
Lytle, T. A., Co. 52

M

MacDonald, Chapman, Ltd. ... Inside back cover
Maclure & Langley, Ltd..... 11
Magor, Son & Co., Ltd..... 20
Malcolm Condensing Co. 53
Mann, C. A., & Co..... 64
Marsh Grape Juice Co. 60
McCabe, J. J. 61
McWilliams & Everist 61
Millman, W. H., & Sons..... 11
Moirs, Ltd. 58
Moore, Benjamin, & Co..... 6

N

National Cash Register Co., Ltd. 4
Norwegian Canners (export office) 53

O

Oakeys 64
Ontario Grape Growing & Wine Mfg. Co. 58

P

Paine, Jno. B., & Co. 19
Patrick, W. G., Co. 11
Pennock, H. P., & Co., Ltd.... 8
Perry, H. L., Co. 8
Pullan, E. 64

R

Red Rose Tea Co. 19
Regina Storage & Forwarding Co., Ltd. 10
Richards Pure Soap Co., Ltd... 51
Rock City Tobacco Co., Ltd... 12
Rose & Laflamme, Ltd..... 12

S

St. Lawrence Sugar Refineries Inside front cover
Sarnia Barrel Works 64
Scott-Bathgate Co., Ltd. 8
Smith, E. D., & Son, Ltd..... 3
Spratts 51
Standard Imports Limited 53
Stephenson-Blake Co. 49

T

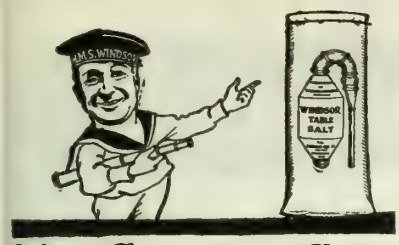
Tanguay, Alfred T., & Co..... 12
Thompson, G. B., & Co..... 9
Thum, O. & W..... 64
Tilley & Son, Chas..... 53
Toronto Butchers' Supply Co.. 64
Toronto Pottery Co., Ltd..... 20
Toronto Salt Works 64
Trent Mfg. Co. 64
Turgeon, E. 12

W

Walsh, M. M. 14
Walker, Hugh, & Son 61
Washington's, Geo., Coffee 60
Watson & Truesdale 9
Western Mfg. Co. 63
Wetheys, Ltd. 14
White & Co. 61
White & McCart, Ltd..... 11
Woods, Walter, Co. 51

Y

Young, Thomas, Soap Co..... 49



The Canadian Salt Without a Fault

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say, "It is as pure as Windsor Salt."

Windsor Salt has probably been used in her home, for years.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

We can add little to all that has been said about

Cow Brand
Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

Cow Brand Soda is the best and as such should always be kept in stock.



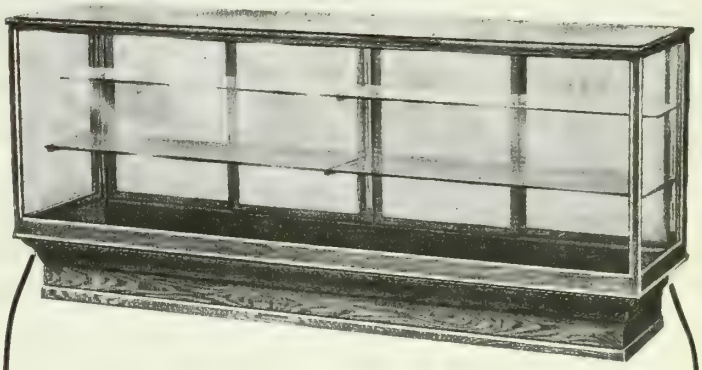
Church and Dwight
Manufacturers
MONTREAL

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by $5.00 or $10.00 a week. The exact amount all *depends* on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.
143-153 University Ave.
TORONTO, ONT.



You cannot afford to miss such a bargain

This Western Display Case has been constructed to meet the demand for a handsome, practical, reliable Show-Case at a reasonable price.

Don't waste money on expensive Display Cases. Get full particulars of this big idea and judge of the big value it offers you. Postcard us.

The Western Mfg. Co., Limited
Regina, Sask.

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

FOR SALE

GROCERY BUSINESS, ESTABLISHED 10 years—best equipped store south of Montreal. Stock and fixtures about $3,500, including soda fountain, only one in town; annual turnover $17,000. Business situated in richest farming district of Eastern Townships, on the border between Canada and the United States; an exceptional opportunity to add a line of fresh meats and fish; no meat or fish market in town. Will sell or lease property. Other business, reason for selling. Apply Daly Grocery Co., Stanstead, P.Q.

Try MANN & CO. for
FANCY POULTRY
Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

Make your genuine but strictly temperance

Lager Beer

at home with pure

Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY
Dept. 52. Beamsville, Ontario



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE WELLINGTON POLISH



JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S
JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET. - - TORONTO

We are Wholesale Importers of

Peanuts Canned Crab

Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
2,000,000 users

Direct Supply Association
509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER



WASTE PAPER
E. PULLAN TORONTO

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.

COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

---

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, MAY 25th, 1917 No. 21



A ready-seller for your Summer displays

Housewives know by experience that the name PURE GOLD is a rock-fast guarantee of superior quality. The increasing demand for

Pure Gold Extracts

is the grocer's best assurance that in stocking this delightful brand he is paving the way to big sales and better customer satisfaction.

Get your share of the Summer trade by displaying Pure Gold extracts.

Pure Gold Manufacturing Co., Limited

Toronto **Winnipeg**

Circulation of Canadian Grocer has been audited by Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.

It Is Profitable
And Always Seasonable

—Display It Properly—

O-Cedar Polish sells on sight. With the aid of one of our splendid display helps you can keep it constantly before your customers. A most attractive reminder is the O-Cedar Counter display here shown —a reminder which will speedily surprise you with increased sales.

Order from your jobber—keep your shelves well stocked with

O-Cedar Polish



FREE WITH DEALS No. 61-62

Display Deal No. 61.

7½ Doz., 4 Oz. O-Cedar Polish....	$22.50
3 Doz., 12 Oz. O-Cedar Polish....	18.00
1 Only, Counter Display Stand...	Free
	$40 50

Display Deal No. 62.

2½ Doz., 4 Oz. O-Cedar Polish ...	$ 7.50
5½ Doz., 12 Oz. O-Cedar Polish...	33.00
1 Only, Counter Display Stand...	Free
	$40 50

(Subject to usual discount)

Channell Chemical Co., Limited

369 Sorauren Ave., Toronto

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

BORDEN'S



An ideal line for Summer displays



Make the coming summer months a period of big, successful selling by keeping a stock of *BORDEN MILK PRODUCTS* well to the front.

These delicious Canadian-made products are just the right thing for camper, picnicker or summer cottager. All manner of outing folk like Borden's because of the little trouble involved in their preparation.

You'll like Borden selling value right from the very first. And the customer-satisfaction they create will react favorably on other lines you handle.



Order your stock now and be ready for the summer demand.

Don't hesitate to recommend Borden's to every customer, even the most particular.



Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered



Go after bigger profits this Summer

Turn the hot weather demand for good, wholesome thirst quenchers to good account by stocking and displaying a supply of

E. D. Smith Grape Juice

The quality of this line will swing big extra profits to every dealer and make repeat selling certain. A window or counter display will tap the big demand that is already created, a first taste of its rich Concord Flavor will win immediate and lasting approval.

Why leave all this profitable business to your competitor? Stock up now and be prepared to get your share.

E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal, Quebec, East Ontario and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B. C. Merchandise Brokerage Co., Vancouver, B.C.

Every customer will appreciate this big value



The best cleanser on the market—a big full weight can—unrivalled for cleaning, scouring and polishing, 10 cents worth for 5 cents—isn't that an attractive selling proposition?

And that is not all. As an added attraction we offer *handsome premiums for Babbitt trade-marks,* an idea that's calculated to keep stocks moving briskly.

Try Babbitt's. You'll like its selling value from the start.

Agents: WM. H. DUNN, Limited, Montreal; DUNN-HORTOP, Limited, Toronto

Sell Our Pottery

The demand is good and the profits big



Churns with Stone Covers

(Dashers included)

	Per dozen
2 gallon	$ 5.76
3 gallon	7.20
4 gallon	8.64
5 gallon	10.00
6 gallon	11.50
8 gallon	18.00
10 gallon	22.00
12 gallon	24.00

Cheaper and more sanitary than Wooden Churns.

Every Grocer and General Merchant will find a stock of our pottery unusually popular and satisfactory to customer. Our line includes such useful and necessary utensils as **Fruit Jars, Mixing Bowls, Butter Jars, Syrup Jugs, Churns, Meat Jars, etc.**

Note prices on two lines illustrated. We give special rates on crate lots. Write for illustrated price list to



Bean Pots with Stone Covers

	Per 100
¼ gallon	$14.00
½ gallon	17.00
¾ gallon	20.00
1 gallon	22.00
1½ gallon	25.00
2 gallon	38.00

Delicious Baked Beans are cooked only in stone jars.

The Toronto Pottery Co., Ltd.

617-8 Dominion Bank Building

King and Yonge Streets - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Keep this for Reference

When you are asked about the quality of PURITY FLOUR, remember

PURITY FLOUR

is milled from the world's highest grade wheat. It is milled by the most modern and exacting process. Every bag and barrel is guaranteed.

You can safely recommend it for bread—pies—cake—biscuits—for all home baking.

Your customers will be delighted with PURITY'S QUALITY.

Western Canada Flour Mills Co., Limited

Toronto Winnipeg Calgary Goderich Montreal St. John



ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co, Limited
10 McCaul St., TORONTO

The pleasant-to-take ounce *of* prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

Don't stock—but sell it. Show it in your counter and window displays.

J. C. Eno, Limited, "Fruit Salt" Works

LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.



It stands the test for durability, for it lasts a lifetime.

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW.



Clean Up the Oil Room

The Bowser Oil and Gasoline Storage System will clean up your oil room and keep it clean. No more waste, oil-soaked floors and damage to stock.

Ends the "Fire Risk." Write for booklet to-day.

S. F. BOWSER & CO., Inc.

Sales Offices in All Centers — Ft. Wayne, Ind. — Representatives Everywhere

If any advertisement interests you, tear it out now and place with letters to be answered.

Go after the "loose-change" business

These four will get it for you

And you won't need to waste time in "selling talk"—they'll sell on sight if you give them a little prominence on your counter. For the boxes are catchy looking and the quality of the goods will make lasting friendships for you right from the very beginning.







Mintees

A grand peppermint confection liked by everybody — young and old. Wrapped in tin foil, 20 5c rolls in display box.

Cintees

Has genuine cinnamon flavor. Good for young and old at any time. 20 rolls to box. Each roll wrapped in tin foil.

Clovees

Delicious clove flavor. A favorite with children and grown ups. Box contains 20 tin-foiled rolls.

Wintees

A favorite wintergreen confection. Wholesome and good for all. Wrapped in tin foil. Sells on sight.

Think of the numbers of people coming into your store all day and every day who will readily spend 5 cents for a package of **MINTEES, CINTEES, CLOVEES,** and **WINTEES—and you'll make 50% PROFIT ON EVERY SALE.** And every sale a repeat!

Ask your jobber to ship you a few boxes of each. Get them displayed and mark how well they sell. Then count the profits and ask yourself if you shouldn't feature these four leaders constantly.



O-Pee-Chee Gum Co.

Limited

LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S PEANUT BUTTER

In Glass Sizes
¼s ½s

The "Clark" name will ensure your sales.



In Bulk
5 lb. 12 lb.
24 lb. 50 lb.
Pails

The "Clark" quality will increase your business.

TELL YOUR CUSTOMERS

that "Clark's" Peanut Butter is not only a luxury and a delicacy.

IT IS A HIGH CLASS FOOD.

W. CLARK LTD. Clark's **MONTREAL**



A delicious, easily prepared summer dessert for every customer

There's a purity and a delicate flavor about *"Cox's" Instant Powdered Gelatine* that makes it the favorite summer dessert in thousands of Canadian homes.

Make this summer an unusually profitable season by stocking Cox's Instant Gelatine. Every sale will leave you a neat profit and win you still more customer-confidence and appreciation. Order your supply now.

COX'S

British Made

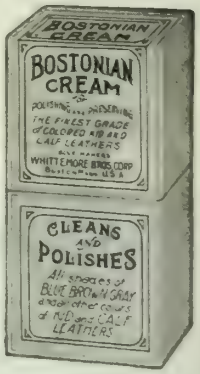
Mr. Dealer

Here are the Season's Leaders in Shoe Polishes









"**SHUCLEAN.**" White kid and white leather cleaner.

"**ALBO.**" White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).

"**CAHILL'S**" French Bronze Dressing. Bronzes any color shoe.

"**BOSTONIAN CREAMS.**" Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.

"**GILT EDGE**" **Black Oil Polish.** The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"**QUICK WHITE**" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c and 25c.

Ask Your Jobber for Prices and Complete Catalog

or write us **(WHITTEMORE BROS. CORP.) at Boston, Mass.**

Cut your own stencils on a Bradley Stencil Machine



Saves time, labor and money.

Cuts a stencil in less than a minute.

Prevents delays while waiting for metal stencils which are ordered.

Prevents loss of shipments through illegible addressing.

Will please your customers and add to your reputation as an up-to-date and progressive business house.

Hundreds of large shippers are now using and will recommend it.

The Hamilton Stamp and Stencil Works, Limited

HAMILTON and TORONTO

Agents for the Dominion of Canada

Descriptive circulars on application.

If any advertisement interests you, tear it out now and place with letters to be answered.

Why You Should Seal Your Product With Anchor Caps

BECAUSE they are air and liquidtight, eliminating mold, contamination, leakers, etc.

BECAUSE of our unequalled sealing machinery, the breakage on jars in your plant is cut to zero.

BECAUSE of our very efficient service department your machinery is kept in perfect condition and up-to-date at all times, so that there is no delay from breakdowns.

BECAUSE of their perfect mechanical seal Anchor Caps cannot be knocked off in packing or during shipment.

Communicate with us for full particulars.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Dear Grandma, We had Jello for supper and it was so good and mama says it is good for us too.

Expert Testimony!

Millions of kiddies in this great land might write the same thing to-night—and no better evidence of the real worth and popularity of Jell-O could be asked. For back of these kiddies who "just love" Jell-O are millions of mothers who are constantly seeking what is best for their children, and back of these mothers stand the most famous cooks and diet scientists in the nation.

They Know Jell-O is Pure and Good

And every woman who has to keep her home running right knows what a blessing it is to have at hand a PERFECT DESSERT—not only for the children—but for every sort of company and occasion, from the simplest to the most formal.

Jell-O is put up in seven pure flavors: Raspberry, Strawberry, Lemon, Chocolate, Orange, Peach, and Cherry.

The flavors are pure fruit flavors, and the full strength of the flavors is preserved by the air-tight waxed paper "Safety Bags" enclosing Jell-O inside the cartons.

In all the world is no dime's worth like a package of Jell-O.

The Genesee Pure Food Company of Canada, Limited
Bridgeburg, Ont.
MADE IN CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

For Manufacturers

Your attention is drawn to the fact that we are First-Hand Importers and can save you money on lines like

Dry Whole Egg

Egg Albumen

Egg White

Essential and Fruit Oils

Fruit Pulps

We have a shipment of Seville Orange Pulp just due to arrive.

Gelatines

Ground, Sheet and Japanese.

Acomine and Maroko

Pure Cocoanut Products for Biscuit Makers.

Acomo

For Candy Manufacturers.

For Further Particulars Write

W. G. PATRICK & CO., LIMITED

Direct Importers

TORONTO MONTREAL WINNIPEG NEW YORK

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA



PICKING TEA

Japan Tea, the social liquor of the Flowery Kingdom, should always be found where gather those to whom the luxuries of life are necessities. Grown, cured and packed under the control of the Japan Tea Growers' Association, Japan Tea, natural and pure, possesses strength, flavor and aroma not found in other teas.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

The constantly increasing demand for Japan Tea is due to Undoubted Superiority well advertised.

Every sale means a satisfied customer and sales are many and often because Japan Tea has the quality that brings the housewife back.

Get bigger tea profits coming your way by connecting up with Japan Tea—the delicious full-flavored product of Sunny Japan. You'll like its selling value. Ask your wholesaler.

The New Breakfast Food



Dutch Tea Rusks

They are **appetizing, wholesome,** and **nutritious,** containing **eggs** and **milk.** Quickly prepared, and easily assimilated.

Packages are **attractively labelled,** and lend themselves to **displays,** both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.

Agents for Canada

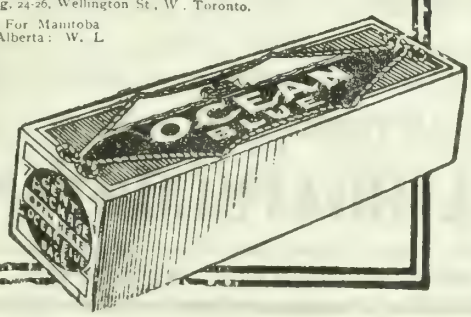
OCEAN BLUE

stands for all that is implied in the word "QUALITY." And quality too at a popular price. No Grocer has regretted stocking OCEAN BLUE since his customers came to know the 5c. "OCEAN" quality.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.

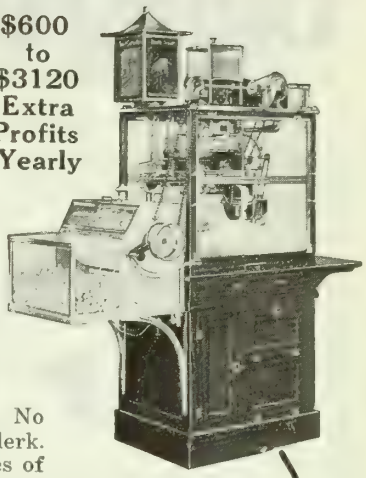
Western Agents: For Manitoba Saskatchewan & Alberta: W. L Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary & Edmonton.
For British Col. and Yukon Creeden & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.



BIG REWARDS
FROM
New Sales — New Custom

Grocery store management has changed. But common-sense *never* will in a million years.

$600 to $3120 Extra Profits Yearly



The Live Grocer's "Gold Mine"

of extra profits, from small space now going to *waste,* is a *Butter-Kist Pop Corn Machine.*

Automatic. Runs itself. No time wasted. No extra clerk. Takes only 26 x 32 inches of floor or window space. Beautifully built — lifetime contruction—visible action.

Makes 70c Net Profits on $1

Stop a moment. Figure to cut out the dead stock, *unnecessary* "brands" that crowd your shelves. It isn't "extra" stock that makes your extra profits. It's *new* sales, *new* customers, *new* purchases that make your store more popular, like selling

BUTTER-KIST
POP CORN—TOASTY FLAVOR

Thousands of leading grocers are now making $600 to $3120 extra *net cash* profits yearly this way. Adds *plus* to your business. Takes *nothing* away. We send you the proofs.

No City Too Large, No Hamlet Too Small —No Matter Where Your Store Is



Crowds come from all directions to buy delicious Butter-Kist Pop Corn—crackling, white and toasty-flavored. Made only by the famous Butter-Kist Machine.

Easy to Pay Us From Your Profits

A small cash payment starts the Butter-Kist Pop Corn Machines bringing in a tide of nickels, dimes and quarters. Balance soon paid out of Butter-Kist sales.

"America's New Industries" Free

Our valuable book gives full details, photos and proof of profits. Sent free to any Grocer. Mail your address on the coupon, or write to-day, without fail.

HOLCOMB & HOKE MFG. CO.
629-643 Van Buren Street
Indianapolis, Ind.

This Brings Profit Book FREE

HOLCOMB & HOKE MFG. COMPANY,
629-643 Van Buren Street, Indianapolis, Ind.

Without obligation, send your profit-making book, free, postpaid—"AMERICA'S NEW INDUSTRIES."

Name .....

Business .....

Address .....

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING CAR DISTRIBUTING COLD STORAGE



WESTERN REPRESENTATION

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East, WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

F. D. COCKBURN
Grocery Broker & Manufacturers' Agent
We represent Pugsley, Dingman & Co., Ltd.; John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.
149 Notre Dame Avenue East. Winnipeg

THE H. L. PERRY CO.
214-216 Princess St., Winnipeg
We can make a big success of your agency. Unequalled facilities. "Always on the job."
Storage Distributing Forwarding

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE from COAST to COAST.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage Storage Distribution

C.H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
509 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES

in

GOOD DEMAND

What have you to offer?
Get in touch with us at once.

WHITE & McCART, LIMITED
Fruit Brokers and Distributors
TORONTO - - ONTARIO
'Phone Main 2319
Reference: Dominion Bank, Toronto, Ont.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
TORONTO WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

W. H. Millman & Sons
TORONTO
Wholesale Grocery Brokers
We have some California Raisins that we can offer at slightly lower price than can be imported.

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.
We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.
Thomas C. Irving, General Manager Western Canada
TORONTO

One Inch Space $1.00 Per Issue on Yearly Order.

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

This Space is Yours For $2 On Yearly Order

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

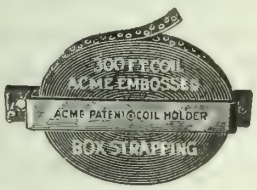
QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers.
91 DALHOUSIE ST. - QUEBEC CITY

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

Kindly mention this paper when writing to advertisers.

ACME BOX STRAPPING



Strong and will protect your shipments against theft.
Can ship promptly all kinds of box strapping.

Acme Steel Goods Co. of Canada, Limited
MONTREAL

Let Us Collect Your Accounts
that have been standing for some time. You cannot afford to throw this money away without giving us a chance to redeem it. We make

Absolutely No Charge

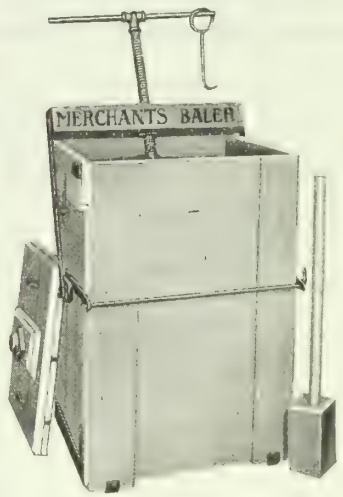
if we do not collect the money.
7 years in business.
Send for forms to-day.



The Nagle Mercantile Agency
Westmount, Que.
(Montreal)

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto



WHEN IN NEED Write Us
F. & J. N. SOMERVILLE, 362 Sunnyside Avenue, TORONTO, CANADA

Kindly mention this paper when writing the advertiser.

Make your genuine but strictly temperance
Lager Beer
at home with pure
Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY
Dept. 52. Beamsville, Ontario

N. C. R.

—A system that makes money by saving money

6—By saving labor for you in bookkeeping

The new National Cash Registers will give you a complete summary of every day's business. They save many hours of costly labor spent in bookkeeping.

They record each transaction made during any one day by consecutive number.

They tell you the nature of the transaction, the initial of the clerk concerned, and the amount of money handled.

They tell you at any moment the amount of cash you should have on hand and the amount of credit you have allowed.

They will record all money received on account as well as money paid out.

At the same time they furnish the customer with a receipt or sales-slip covering the transaction and you with a duplicate record.

They do all these things automatically—without occupying more than a second of you clerk's time.

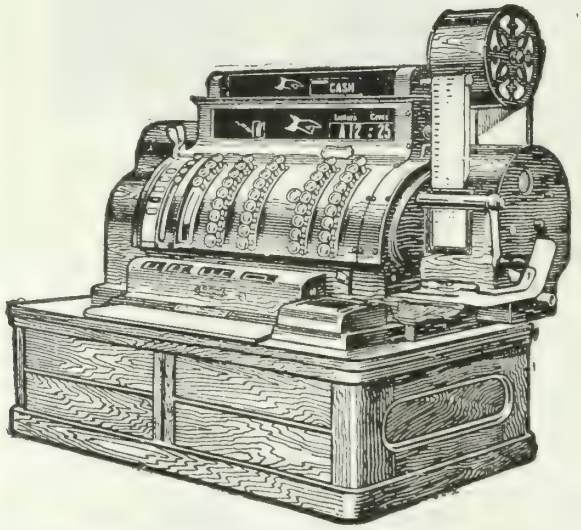
They do all these things with machine-lik accuracy. They are not human and so the cannot make mistakes.

Thus they reduce bookkeeping to its simp lest possible form.

Now is the ideal time to install one of ou machines, which, as an incidental part of it service, will save you the cost of labor an time spent in bookkeeping.

Write us to-day—we will gladly give yo full information.

The National Cash Register Co
of Canada, Limited
Christie Street - - Toronto, Ontar



If any advertisement interests you, tear it out now and place with letters to be answered.



SELL
PRESNAIL'S
PATHFINDER CIGARS

HIGH TEA PRICES

This should be a favorable opportunity to increase your **COFFEE Trade.**

☛ We are carrying a large stock of **fine CUP QUALITY COFFEES.**

☛ **Present market prices are low.**

☛ **Make your contract now.**

We guarantee Satisfaction

OR *RETURN AT OUR EXPENSE*

Tea Importers

KEARNEY BROS., Limited
33 St. Peter Street - Montreal

Coffee Roasters

A. R. WHITTALL CAN COMPANY, LIMITED

MANUFACTURERS OF

Automatic-Made Round and Square Cans for Meat, Fruit, Syrup, Paint and Varnish, Etc.

LEAD AND PUTTY IRONS

734 to 740 Mullins Street, - Montreal, Canada

Telephones: Victoria 367—Office Victoria 366—Shipping



GOLD DUST
A STEADY SELLER



You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?



THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL

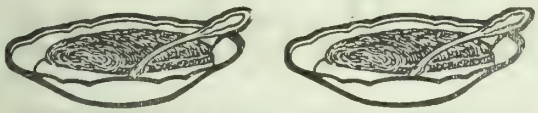


"Let the GOLD DUST TWINS do your work."

If any advertisement interests you, tear it out now and place with letters to be answered.



The FUTURE of your tea business depends on the tea you make your leader. Are you playing a game of chance with "cheap" tea? or are you making sure of a permanent future business by selling the old, reliable "Red Rose Tea?"



High Food Value Low Cost

Our advertising is making it still easier for you to sell Shredded Wheat, because we are telling people about its low price and high food value, and urging them to eat it more frequently instead of depending so much on eggs and meat

Food prices in general are so high that this advertising is bound to increase your sales of

Shredded Wheat

especially if you co-operate with us by talking to your customers about it.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"Made in Canada"

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ont.

Toronto Office: 49 Wellington Street East 907.

The Only Patented Refrigerator In

existence with warm air flues across ceiling of cooling room



and connected with warm air flues around walls. Get the benefit of our 30 years' experience and write us for catalogue. Pat. 1900, 1910, 1914.

REPRESENTATIVES: Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

Eureka Refrigerator Company

LIMITED

27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.

TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



There are no better Infants' Foods in the world than

Robinson's "Patent" Groats

and

Robinson's "Patent" Barley

Hence the sales of these two lines are always good, and ever-growing.

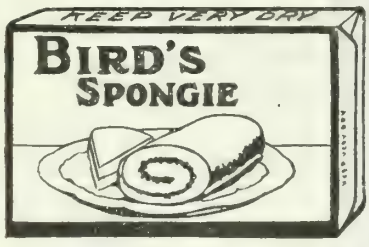
You'll acknowledge their unusual selling value after a trial. Get in line with those other quality grocers who sell them right along.

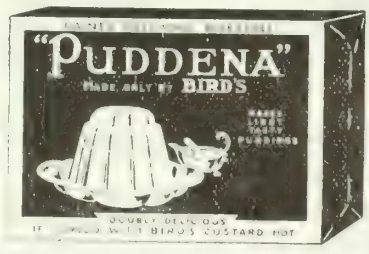
Magor, Son and Co., Limited

30 Church Street, Toronto **191 St. Paul Street W., Montreal**

AGENTS FOR THE DOMINION OF CANADA



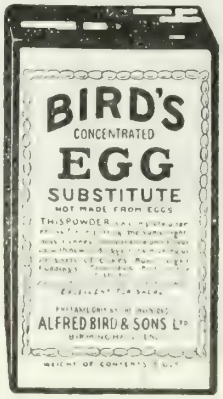




These Bird Products will bring new customers

Now sold in 5c packets, as well as the regular 15c size. Bird's Custard Powder is also sold in an attractive lithographed tin, at 35c, which makes a very handsome package.

Bird's Egg Powder is the original egg substitute. There are many worthless imitations. Give your customers the best. This package sells for 20c.



Bird's Lemonade differs greatly from the many so-called "Lemonades" on the market. The powder is the extract of pure lemons and is packed in glass jars, beneath the lithographed carton. Nothing to deteriorate or become rancid, no tin to corrode through coming in contact with acids. A pure, wholesome merchandise you will be glad to sell.



Bird's Spongie makes a very fine jelly roll (sometimes called Swiss Roll), a very beneficial article. Once your customers know Bird's Spongie they will buy it often.

Bird's Puddena, like Bird's Spongie, is comparatively new in the Canadian market. Before long you will consider it a staple, for it finds instant favor.

MADE BY

ALFRED BIRD & SON

Birmingham, Eng.

Sales Agents for Canada:

Harold F. Ritchie & Co.

10 McCaul Street

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, MAY 25, 1917 No. 21

Tin Cans Two Per Second

Marvels of the Machinery That Makes Air-tight Shining Metal Food Containers by the Million, Converting Thin Tinned Steel Into Every Variety of Tin Can Ceaselessly at the Rate of 9,000 an Hour.

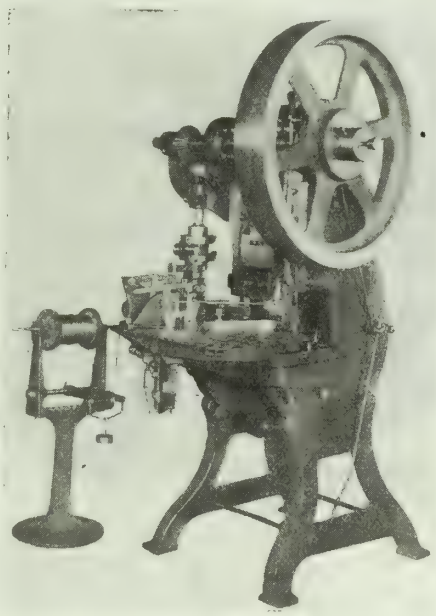
Impressions of a visit to the A. R. Whittall Can Factory, Montreal.

THOUGH grown so familiar to the consumer of its contents, and to the grocery trade of the civilized world that it had come to be looked upon as of less interest than the shell of a nut or the skin of a banana, the tin can of commerce has this year begun to assert itself as something of value, and more, something so economically important that the world demands its presence daily and hourly, and cannot do without it by any means. Yesterday you may have tossed an empty tin can upon the rubbish pile; to-day, take it up with care and look at it. It may seem to you a simple sort of thing, just an ordinary tin can, probably a bit bashed about by this time, but have you ever thought how it was made? The manufacture of the most ordinary tin can is a marvel of mechanical precision. In the array of canned goods on the shelves of any grocery store there is represented the result of constructive skill adapted most accurately to commercial needs. Clumsily (as a rule) the can opener of the consumer takes tediously half a minute or more only to destroy that which a whole battery of beautifully adjusted machines built up accurately to within the thousandth part of an inch at the rate of 9,000 per hour (or one hundred and fifty per minute, or nearly three per second).

Ten Essential Processes

Ten essential processes at least go to the making of a tin can before ever the packer can accept it to be filled with the good the consumer eventually obtains from it. So swiftly can each one of these processes be accomplished by modern machinery that to see a tin can in the making is impossible for the untrained layman. The visitor to a modern tin can factory must accept with his eyes the vision of hundreds and hundreds of tin cans growing like magic out of the flat-cast of metal plates, and pursuing each other along inexorable belt conveyors and through yet more relentless machines in endless procession. Day and night tin cans have been doing so since after the Great War began. Before the war they may not have moved just quite so continuously. Now they are moving so fast that it looks as if they are to outstrip the manufacture of tin-plate from which they are made.

For the layman it is impossible to watch one particular tin can in the making, but by seeing a few hundred in the various stages of their manufacture anyone can very soon see something of the wonder-working which curves and compresses a perfectly flat sheet of thin steel plate variously so that after a very few seconds it forms a receptacle which



The power press that stamps out tops and bottoms of cans at a miraculously speedy rate.

is perfectly neat, strong, and air-tight to stand the test of seventeen pounds per square inch. Tin cans made at the rate of nine thousand an hour may seem a little fast on first acquaintance, but there mustn't be anything loose about them, and there mustn't be anything crooked about them. In their trip from start to finish they are bound to get tight, but like good business men they must be able to keep what is later on entrusted to them secret and sealed till it is required. At the first sign of a leak in a tin can that can is "canned." There's a machine specially devised for doing that particular duty.

That interesting machine, however, is one of the very last in the busy array through whose iron clutches the endless army of tin cans pass. The first machine of all is an apparently simple one, but a fearfully accurate fellow. In fact, if his teeth fail by so minute a fraction as the one-thousandth part of an inch, he may waste the work of every other machine between him and the mighty autocrat whose duty is the testing of the completed cans, the one that "cans" the luckless leaky cans. Less than one per cent. of the thousands of tin cans made in a day fail to meet the test. As a rule, but one can in a hundred may perhaps need a little extra attention to correct a tiny leak. The first machine, delicately adjusted, but tremendously strong, does its work efficiently. The others follow suit. They play (or rather work) into each other's hands. They "shepherd" those tin cans along incessantly, and actually seem more alive than the human watchers of the work and controllers of their accuracy.

What is Tin Plate?

From the basement of the big factory comes the tin-plate. It should more properly be written "tinned-plate," but the human tongue has its limitations, and "tin-plate" has the floor. Tin-plate is thin sheet steel—steel of the very finest and strongest to stand bending and stamping of a very strenuous and violent nature. The principal part of the material is steel; the tin is only a fine, pure metal coating over the steel; but the containers produced from these sheets are "tin" cans all the same. Tin-plate is costly. Before the war you could buy it at about three dollars or so "base." To-day for the same small box of it you must pay ten dollars, and maybe by the time this reaches print, rather more. This is why tin cans are geting to be mighty important in the matter of the cost of living. Steel mills can hardly roll plates fast enough to meet the demand for them, and the loss of a ship-load of tin by submarine would be felt quite seriously. But to proceed with the making of our tin can: Up comes a box of tin-plate from the basement of the factory,

and in a shining pile the plates come to machine No. 1, called a "slitter." It is the duty of this machine to take each plate and slit it to the exact size required for the body of the kind of can to be made. For an ordinary pork and bean can of the tall variety the machine slits (or cuts) accurately the sheets of metal. Any two plates thus cut must be so accurate that laid one on top of the other as they come from the machine, or reversed, they must not vary by as much as a hair's breadth, or one-thousandth part of an inch.

How the Can Is Made

This done, the newly cut plates are piled in an automatic hopper from which they are fed at a great speed into machine No. 2. called the "Locker"—not to be confused with Davy Jones' Locker, which has absorbed too many tin cans, and not empty ones, of late. The locker at one swift process, curves the metal plate into the body of the can, a simple cylinder of tin plate, and solders the side seam—that thick place where the can-opener sticks when wifie has to get you to help her open the beans. The soldering is done as the metal cylinder passes swiftly along through a gas-heated section of the machine after the bending has been done. Meanwhile two other important but independent machines called power presses have been stamping out of smaller sheets of tin-plate the tops and bottoms for the cans. These tops and bottoms, accurate to size, are fed at a furious speed into the next machine called the "Header," which comes into play the instant the can body leaves the locker, and fits on tops and bottoms a million times faster than any consumer can ever get them off again. From the header to the crimper is the next swift stage, the crimper making sure of the firmness of tops and bottoms of the cans, though the tops and bottoms have still to be soldered. It is the floater that looks after this little matter. The floater is fitted with a solder bath and dips the advancing cans rapidly into this, first one end and then the other, so that the tops and bottoms are firmly affixed and rendered air tight. It should be remembered here that the top of a modern bean can has an aperture left through which the eatables are to be inserted in completed can. the final closing and sealing up being left to the packer, of course. While passing through the processes of the floater the cans are wiped free of any superfluous solder, and cooled on the belt conveyor as they hurry onwards towards the all-important tester.

A Machine That Is Almost Human

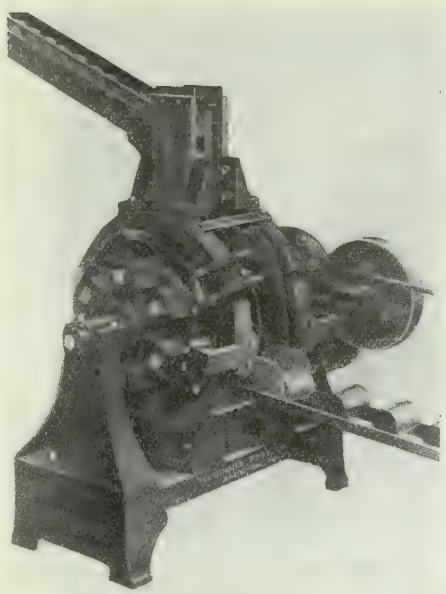
The tester is a picturesque machine, the most impressive perhaps in all the factory. It consists of a huge wheel inclined at an easy angle, and revolving relentlessly so that its great spokes or radial arms pass a given point at the rate of 9,000 an hour. On each spoke or arm, at the end nearest the circumference of the huge wheel, there is a completed can just as it has left the cooling conveyor from the floater. The cans arriving upon this great wheel are caught and firmly clutched while into each can is forced air at a pressure of seventeen pounds per square inch. As the wheel turns it plunges each can under water at one point in the steady progress of its revolutions. Just above this point is applied the indispensable human factor in the making of tin cans, a process which except for the presence of the machine minders, has seemed up till now almost a matter of machinery acting as if superior to human intervention. The testing of the finished tin is done by the human eye. A man sits like a kingfisher



The "Tester" the almost human machine that examines 9,000 cans an hour. In the foreground is the only man associated with this machine. He is alone the judge of the merits or demerits of each can as the evidence is presented by the machine.

above the pool into which the revolving circle of completed cans is continually plunged. His eyes is more alert than even the eye of the kingfisher. His patience is even more remarkable. During a ten-hour day he eyes those passing cans as they dip into the water still holding within them that pressure of air. If there is ever so tiny a leak, ever so slight a defect in the manufacture, air-bubbles will betray it. It is for air bubbles that the steady trained eyes of the tester-man watch, and if they appear he has but to touch a lever when the faulty can will be tossed aside to be examined later, and if possible repaired so as to stand all tests. Nine thousand cans an hour revolve under his gaze and not once in a minutes does he need to touch his lever and send a can into the penitentiary for leaky cans. The cans that are good and tight and happy in the perfection of their manufacture whirl round their giddy course, and drop off into a conveyor which takes them dripping from the water plunge away to the drier, where they remain just long enough to get nicely dried, and then proceed completed to the packing room in the basement and so to the railroad car awaiting them on the siding. Coincidently with their manufacture, a stamping machine with a wire solder feed, has been assiduously making disc lids to fit the aperture left in the top of each completed can. These are sent with the cans to the packers, and affixed after the contents have been placed in the cans. Then the hermetical sealing is done as everyone knows, and the cans do their duty till they come to be opened, their contents consumed, and they themselves tossed on the rubbish heap. This describes the soldered cylindrical can in process of manufacture.

The square, wedge-shaped bully beef



This single machine takes the can body and the heads and tails and puts them together a million times faster than any consumer can get them off again.

cans used for feeding the troops in France are made similarly, but don't roll along as the cylinder cans do. Larger quantities of these bully beef cans than even of shells have been made in Canada since August 4th, 1914. Literally millions of them have been turned out, and it's an actual fact that within a very few hours of Britain's declaration of war upon Germany, the machines you have just been reading of, were running continuously night and day to meet the call for bully beef contracts for the supply of the British Empire's mighty armies—these very same machines in Montreal, and they are running still, steadily making the cans such as you see illustrated, bully beef cans of which our Canadian boys at the front have used so many that the roads to the trenches and around the camps have been positively paved with them.

The Cry Is "Still More Cans."

There is another can, an unsoldered can, called because of the absence of solder, "Sanitary." This can is made very much in the same way, only a machine called a "Flanger" takes the place of the Header, and a Double Seamer takes the place of the Floater, while there is a thin layer of rubber applied to the lid of the can, or a circle of paper to make the seam perfectly tight. This lid is left off until the can has been filled by the packer, and the packer affixes it firmly and in air-tight fashion with a machine exactly similar to the one used by the can manufacturer for affixing the bottom to the sanitary can. All manner of cans, large and small, food cans, meat cans, fruit cans, vegetable cans, etc., are made by adjustment of the various machines described and illustrated. Paint cans with handles and lids which can be pried up and replaced, are similarly manufactured, the lids being stamped out, and the handles affixed by special, but simple machine processes. Small tins to hold meat pastes, etc., are stamped out at one blow of a great press, and their covers made also to fit and capable of being affixed in air-tight manner by the packer. While you read this the machines are at work, endlessly rolling forth new cans for the coming season's pack of all kinds of foodstuffs that depend on crops now growing. And the cry is still, "More cans! More cans!" For there may not be enough cans this year to go round.

Death of the Kitchen Mixing-Bowl?

Impressions of the Modern Manufacture of Dainty Biscuit Varieties and Tempting Chocolate Confections—Phenomenal Development of Process Has Superseded the Kitchen Relic of Bygone Days.

Impressions of a visit to the McCormick Manufacturing Co., London, Ont.

A KNOWLEDGE of the manufacturing process of many articles of common necessity, both eatable and otherwise, is admittedly a field which ordinary people are glad enough to leave alone, as such apparently superfluous knowledge only adds much to the worries of life and often very little to our worldly possessions. There is, however, one process which we think we all understand—that is, how our tables are supplied with the dainties and even the more staple products of the modern biscuit manufacturing plant—but unless we who entertain this idea, have visited such a manufacturing plant, we should banish the delusion from our minds forever and ever, for old methods have been disposed of and the evolution in this branch of production has been as phenomenal as that of any modern process of manufacture.

When we enter the modern grocery or confectionery store, and our eye is drawn to the neat rows of glass fronted boxes with their enticing displays of toothsome dainties, the demands of appetite overcome any desire to explore further their origin, and we are too content to let the unobtrusive little dainties keep their secrets to themselves.

Kitchen Bowl Has Gone

Many times in years gone by have we enjoyed the tasty products of the old mixing bowl, with which all of us have had more or less connection, but it remains to make a thorough exploration of all branches of the biscuit manufacturing process before being convinced that the day of the kitchen relic has gone where all good things eventually go, and that the manufacturing of biscuits and confections has kept pace with the times and incidentally with our increasing pernickety appetites, as the manufacturer is wont to describe it.

The outstanding impression of a trip through the biscuit manufacturing section, is an ever increasing wonderment as to how the dainty finished product ever survives the noisome whirl of machine-handling which it has to face before its tastiness and delicacy is sufficiently developed to carry its appeal forth to all, from the child who cries for its grotesquely shaped baby biscuits to the small boy with his "jam biscuits," and on up to the most venerable. A trip through such a factory is, however, ac-



Section of the bakery, showing immense travelling ovens. The baking pans are on the screen-like structure in the upper right-hand corner. They pass through the ovens in an endless chain.

companied with almost a feeling of disappointment, for the destiny of the dainty product is alone in the clutches of the iron men, who, alike many humans, are loathe to divulge their secrets; and unless a minute examination is made, the intervening steps are easily missed, and frequent jumps in the process prove annoying.

Mixing the "Sponge."

Commencing with the initial operation of mixing the dough, or "sponge," as it is known, the first impression of the vastness of the demand of the ever hungry machines, is the continuous supply of flour which is fed to the great mixing bowls in quantities of about 500 bags a day. After mixing, the "sponge" is drawn off to great traveling tubs, and by means of an overhead track system, it is deposited in a room maintained at a regulated atmosphere of 80 degrees, for a period of twenty-four hours, necessary to make it rise. When this last operation has been completed, the "sponge" which has by this time risen over the top of the tub like the top of a huge loaf of bread, is hauled to the bakery or oven room, where a staff of white-coated and white-capped bakers stand ready to turn it into the next process. Here for the first time the "sponge" meets with its iron moulders, and commencing with a rolling operation, the real process is begun. The dough is here run between two great rollers which regulate its thickness, and it is then automatically turned to what ever stamping machines are in need of food. This operation is truly the "branching of the ways," for just what kind of biscuit a certain piece of dough is designed to be, depends on which of the stamping machines is in need of a supply.

Stamping Out Biscuit Shapes

With unrelenting force, the great iron moulds stamp out dozens of biscuits of all shapes and sizes "at one fell blow," and here is where their individual careers are begun. As they are stamped out, the forms are dropped to large trays and the remaining dough in the machine is taken back through the roller to make part of another flat of "sponge." From the time the stamped moulds are passed on to the trays, they remain there throughout the remainder of the process and until they reach the packing rooms.

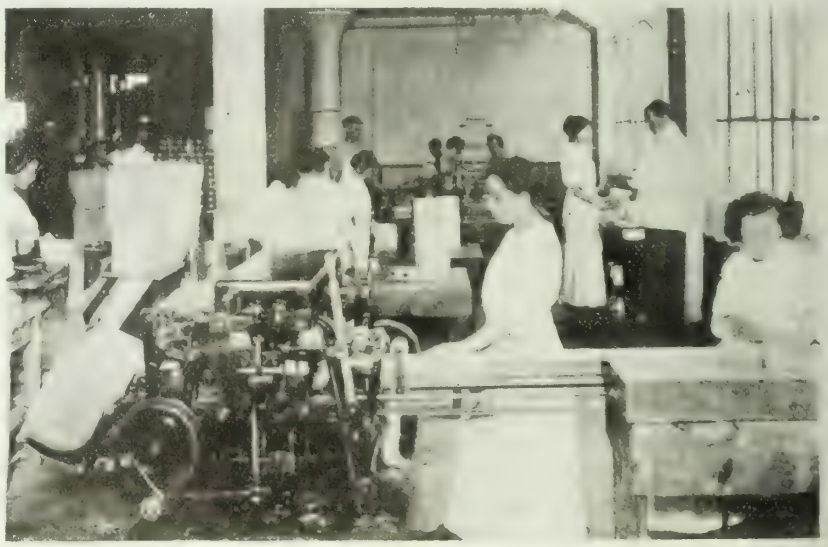
One of the most interesting features of the modern biscuit manufacture is in connection with the baking process. The large pans of biscuit moulds are subsequently attached to an endless chain and the mysterious trip through ovens is begun. By a process of rotation through twelve compartments each with a varying degree of heat, the biscuits are baked according to their respective requirements, and the negligible amount of waste from this source is ample testimony to the efficiency of the cooking operation.

Treating the Delicate Varieties

From the ovens, certain kinds of biscuits proceed direct to the packing rooms but many of the more delicate variety are turned into other channels for further treatment. Such varieties as the ordinary plain sweet biscuit are completed by mixing, stamping and baking process, but with the layer biscuits and the toothsome variety which are combined with marshmallow, jams and cocoanut, considerable hand treatment is required. Some of the delicate combinations which appeal so strongly to our taste, are machine finished, e.g., the cream filled layer biscuit. With this variety a machine is used which automatically drops on one side of the biscuit just a sufficient amount of the cream to fill it nicely, while a little further on another arm produces the other biscuit part of the combination and presses it over the cream to the required depth in order to make an even spread. The finished product is then placed on trays in carriers and deposited in a cooling room. With the cocoanut and jelly covered varieties no machinery is used, the jelly substance, or marshmallow, being placed on the biscuit base by hand and subsequently dipped in a pan of shredded cocoanut, before being sent on to the cooling room like the other delicate varieties.

Packing by Machinery

Like all up-to-date manufacturing processes, the substitution of machinery for the labor of human hands, is found to be as fully developed in the making of biscuits and confectionery as in any other processes. This fact is most apparent when the packing room are reached. Far away from the heat of ovens, and quietly ensconced on the top floor of the factory, a large staff of girls, whose specialty seems to lie in the nimbleness of their fingers, stand alongside a trough affair containing the endless chain carrying its pans of biscuits direct from the ovens. The endless chain system resembles the net work of switches and crossings of a modern railway system, but seldom a mistake is made, and the wrong biscuits rarely are switched to any of the departments of the packing room. With lightning speed the biscuits are assembled by the girls in specified numbers from the pans, and just as quickly packed away in cartons and rushed to the stamping machines. The more delicate variety of sweet biscuits necessitates a little more care in



The familiar soda biscuit boxes being labelled by machines.

packing, but the larger part of the soda biscuits and plain varieties are packed by machines which are calculated to do the work of fourteen girls.

Just as rapidly as the biscuit cartons are filled, stamped and sealed, they are piled on small trucks and forwarded to the shipping department where consignments are crated ready for shipment to any part of the country.

Candy Manufacturing

Equally interesting, and very similar in character, is the process of manufacture of the dainty chocolate and other candy confections, and equally intricate machinery has to be brought into play in order that the capacity of 75,000 lbs. of candy per day, may be maintained. Commencing with the initial boiling process of the hard candy, and the hard centres for the chocolate confections, the wonders of manufacture are first indicated, for the "continuous cookers" can cook candy in six minutes, and have a capacity of 15,000 lbs. per day. When the boiling process has been completed, the great cauldrons are sent to the various departments for which they are designed. With the hard candy, the contents of the cauldrons are put through a machine which draws it out into lengths of regular thickness where it is powdered, chopped into small squares, and wrapped. These processes are all carried out on the one machine and the wrapped "kisses" are then sent to the packing room.

Machine and Hand-dipping

Like the case of the plain biscuits, the foregoing process only applies to the common varieties of wrapped candies which are turned out in great volume. But with the more expensive types of chocolates, considerable more care has to be taken, and a great deal more handling is required. Perhaps one of the departments which requires the greatest speed and accuracy is the chocolate dipping. Many tons of chocolates are dipped by machine process every day, but the more expensive varieties of chocolates are hand-dipped, and herein lies the explanation of the increased price of certain qualities. In the machine process, large pans of chocolate centres are run through and submerged for an instant in the chocolate liquid, and are later sent to cooling rooms to harden. In the hand-dipping department, chocolate centres, very similar in appearance to those described in the machine process, are dipped in similar chocolate liquid by girls, and it is a point of great interest to watch the simplicity of movement employed in finishing the fancy figures on the chocolates. For instance, the pretty curved designs which are commonly seen on the top of chocolates, are effected by reversing the hand after dipping the chocolate, and allowing a thin string of the chocolate to form the design before it is broken off by a slight twist of the finger. After the initial dipping process just described, the chocolates on small trays are sent to finishers, whose duty it is to paint with chocolate any bare spots left by imperfect dipping. When they have successfully passed the finishing tables, the chocolates are sent to cooling quarters for hardening.



The department where enormous quantities of candies are daily wrapped.

Cooling Department is Concentration Point

One of the most interesting sections of the whole plant is this cooling department, which, as has been intimated, is the gathering place for all the toothsome dainties in both biscuits and candy confections. Here, the most irresistible varieties of the high grade chocolates which bring fabulous prices when subsequently packed in pretty boxes, are spread out on pans for hardening, and equally tempting as the chocolates, are the innumerable varieties of sweet biscuits with their dainty jelly, cocoanut and marshmallow finishes.

This cooling department is the real show place of the whole process, for here the finished products can be seen at their best. The only objection found to this department is the vain appeal to the delicate tastes of the visitors, for at this stage, it is not allowed to break up the orderly and complete arrangement of the containers.

Off to the Packing Department

When the cooling process is complete, and it usually lasts overnight, the trucks of candy and biscuits are wheeled to the packing departments and all haste made to get them shipped in order to admit of delivery in as fresh a condition as possible. Great care is taken in the packing of the delicate varieties of sweet biscuits, and they are arranged in carefully laid rows in the large tin boxes which we see in the store, with a liberal supply of waxed paper to keep them fresh. Equal care is taken in the packing of the high-grade chocolates, and one of the most picturesque scenes is the packing of the pretty boxes of widely varying colors and shapes. Great speed has been attained in the arranging, partitioning, padding and packing process, and such speed is most surprising to the interested visitor whose only connection with such products previously, has been to open and dispose of the dainty contents.

Connecting the packing rooms with the shipping departments are winding truckways which carry the tin boxes and cardboard cartons of biscuits and the pails and attractive boxes of the various varieties of candy, from the top to the ground floor, where the shipping department is located. Here a large staff of men are employed crating and boxing up the consignments and making them ready for their shipment to all parts of the country. These consignments are subsequently deposited on the freight platforms, and when the train pulls out for Vancouver or for Halifax, or their intervening points, the dainty products of the great factory are given their first rest from the whirl of manufacture since they entered the factory in a very raw condition — perhaps not twenty-four hours previously.

THE ASSOCIATED BUSINESS PAPERS INC.

220 West 42nd Street,
New York, N.Y.
May 8, 1917.

THE CANADIAN GROCER,
143 University Ave.,
Toronto, Ont.

Gentlemen:—

I want to offer my hearty congratulations upon your splendid issue of April 27th.

This publication not only reflects great credit upon your organization but furnishes conclusive evidence that there is nothing the matter with the Canadian Grocery Trade. If I was a Canadian Grocer I would consider it a privilege to have my name on your subscription list. Apparently, most of the good Canadian Grocers feel the same way about it.

Yours very truly,
Jesse H. Neal,
Executive Secretary.

Chocolate Bean to the Chocolate Drop

How the Chocolate Products Are Obtained—A Description of the Many Processes in Their Manufacture—A Record of Marvellous Care and Miraculous Transformations—The Interesting Story of a Great Activity.

Being the impressions of the visit of a CANADIAN GROCER *representative to the factory of the Cowan Co., Ltd., Toronto.*

IT is a far cry from the Tropic lands of Trinidad, Ceylon, Java, Africa, Mexico, and Brazil, to a modern, orderly factory situated in one of Canada's orderly cities. It is a broad leap for the imagination to cross the gulf that separates the hard, pebbly-looking beans of the cocoa tree from the tinselled and beribboned product of the confectioner's counter. Yet the whole process from the first rough pod to the last pink ribbon takes place under one single roof, and is a process that for all the complicated machinery required is easily understood by the veriest amateur. Probably as you have sipped your cup of chocolate or cocoa, you may have imagined that the whole process was merely a matter of grinding like the familiar coffee bean. Well, there is a plenty of grinding, during the brief transition period from the cocoa bean to the cup of cocoa, but there is a world of other operations as well. This, then, is the story of the cocoa bean.

The Cocoa Bean and Its Family Traditions

You enter a great storage room, and there before your eyes stretches a vista of orderly rows of immense sacks, piled according to the particular kind of beans they happen to be, because, be it understood, they are not just beans, they are beans with a family history and tradition. There is represented in this collection of six or seven thousand bags, seven different families of beans, which if you hanker for a closer acquaintanceship, you can speak of familiarly as Caracas, Ceylon, Grenada, Trinidad, Arriba, Maracaibo, and Superior Bahia, for thus they are named. Each family has its own particular characteristic—it may be a slight difference of color, of texture, of flavor. Of course, they would all make chocolate of a kind, but to blend these different kinds of cocoa beans to get the finest, fullest-flavored chocolate, is the work of an expert alone. Once blended the beans are conveyed to the roasting machines, that are something after the nature of glorified peanut vendors' machines. Four immense drums containing the raw beans are kept ceaselessly turning for about forty minutes, at the end of which time the beans are scooped out into steel barrows ready for the brief trip to the next machine that punctuates their eventful life. At this stage it has taken on a nutty chocolate flavor that was quite lacking in the green bean.

A Machine Like a Pipe Organ Gives the First Grinding

The steel barrows are wheeled up to a machine that looks more like the internal workings of a pipe organ than anything else that comes to mind. There is a large funnel at one end of the machine, and through this open maw a workman with a large shovel keeps persistently feeding the machine. Here the beans are cracked. This rough cracked mass is taken through a winnowing



The cocoa pods in their native state. These pods contain the beans from which chocolate is derived.

where all the shell and fiber is swept away, after which the machine tidily deposits all this waste material into bags arranged at one side of the machine, and the cleaned cocoa nibs into another steel barrow. Once again there is a brief journey to immense funnel-shaped receptacles. From these hoppers they are conveyed by pipes to the floor below to the triple mills that begin the first real process of transformation.

Going In As a Solid, Coming Out As a Liquid

In the first illustration of this article will be seen a whole battery of these grinders. It will be noted that from one grinding process the resulting product is conveyed to the next grinder, that applies still greater grinding force, and thence again to the last grinder, where the work is completed, and where the apparently dry cocoa nibs that were noted in the floor above come trickling out as a heavy brown liquid that is known as "chocolate liquor." There is no pulpy residue left in the grinders; it is all transformed into this liquor, which is possible because of the peculiar composition of the cocoa bean which contains more than 50 per cent. of a natural fat known as "cocoa butter."

Where Chocolate and Cocoa Differ

What is the difference between chocolate and cocoa, is a question often asked. In the manufactuer of these two products all along the path we have outlined, the process of manufacture is the same. At these triple grinders, however, the paths of these two commodities divide. Let us first, therefore, follow the simplest of



The triple mills that take the dry cocoa nibs and grind them into a thick liquid known as "chocolate liquor."

these processes, the manufacture of cocoa.

Squeezing the Liquid Back to a Solid

From the triple presses, then, the chocolate liquor is taken to a nearby room, where stand some great machines impressive in their appearance of enormous strength. These are the hydraulic cocoa presses, illustrated herewith. Each machine has three great steel cups, with heavy, rounded sides of enormous strength. These great cups have a movable bottom. Filled with chocolate liquid from the triple mills they are swung into position over the immense pressure arm of the machine. The pressure is turned on, and against this dark liquid mass is exerted a pressure of fifteen tons. Almost immediately there begins to flow a light yellow, oily liquid, practically tasteless, and of great commercial value because it will not turn rancid. This is the "cocoa butter" of commerce. These great presses are gauged to exert just so much pressure, and when this compression has been reached, and sufficient of the cocoa butter has been removed, a trip operates in the press, and the pressure is automatically removed. The great cups are swung out and in them, in place of the dark chocolate liquor, there has come another transformation. When the residue is removed, it is a cocoa colored block in general appearance of a cheese, even to the cottony look of its surface. This is Rock Cocoa, and it is well named, for it is of immense hardness. This rock cocoa is broken up and dumped into barrels waiting its turn to be taken to the grinders. This grinding is done in a cool room, and here it might be mentioned that one of the great elements of success in this complicated industry is in the simple matter of temperature. In all the earlier processes the chocolate product is kept at a certain heat. All the machines are steam jacketed for this purpose. In the finishing processes, on the other hand, all the processes are conducted in air cooled below the normal temperature; only so can this sensitive product be properly worked.



Hydraulic cocoa presses that press the surplus oil from the chocolate liquor and leave a residue of rock cocoa.

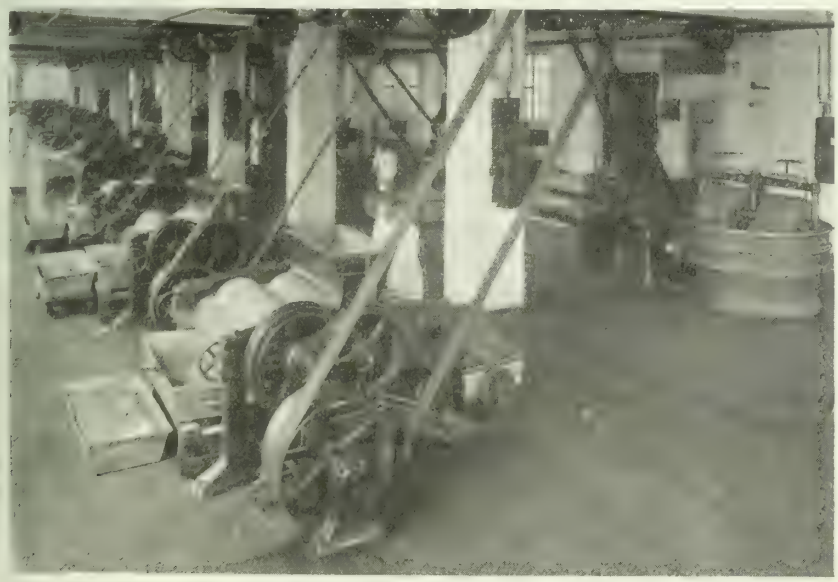
The Familiar Looking Cocoa Reached

In the grinding room the rock cocoa is ground and ground, and ground again. Between these grindings it is sifted on to a traveling belt that keeps ceaselessly turning in a cold chamber, then back to the grinders again, till it is still further pulverized. When this process has been finally completed the ground and cooled cocoa is finally sifted through silk screens. From there it is taken to a machine that gathers in a little family of cans, apportions just sufficient of the cocoa to fill each and passes it along on a moving belt to a table where a number of white-aproned and white-capped girls cover and label them, then on to the packing room, and from thence to the grocer's shelves.

Now we must retrace our steps back to the triple presses and follow the many steps that intervene between this chocolate liquor, and the velvety, smooth chocolate that serves so many purposes.

The Sugar in the Chocolate

What is chocolate? Merely this liquor chocolate, with a little additional cocoa butter added and enough sugar to sweeten it. Even this sugar must go through a refining process, because it must be as fine as the finest powered sugar. For that reason, the chocolate manufacturer has installed his own machinery and mills his own sugar. From the three hundred pound barrels the sugar passes to the mills where it is ground over and over again, each grinding leaving it finer and smoother than the last. Only when it has become so fine that it will drift like mist through the fingers is it fine enough to enter into the composition of chocolate. In steel trucks this many times refined sugar is brought to the great mixing machines or melangeurs, as they are technically called. In appearance something like a huge cauldron, but differing from anything of the cauldron class, in two immense granite rollers that are kept ceaselessly revolving in cyclic order. In this cauldron the rough sugar and chocolate mass is placed, and the great wheels turn and crush and grind it hour after hour. Long knife blades in front force the mixture under the advancing rollers. So every atom of the substance is stirred and ground until one would think that the resultant mixture would be as perfect as might be. This, however, is only one of the refining processes that the chocolate mixture must go through before it is thought fine enough to be made up into chocolate products. Once again this chocolate substance is moved to another machine, this time to be rolled into a thin shaving between steel rollers.



Chocolate refiners that grind the mixed chocolate substance as thin as paper.

Rolling Chocolate Thin As Paper

In one of the accompanying pictures will be seen in the background one of the mixing machines, while in the front will be seen a whole row of chocolate refiners. Into the hopper at the top from there it is fed between the polished steel rollers, that grind it as thin as the thinnest paper. Cold water has to be constantly moving through these rollers to keep down the heat of friction. On the

third roller of this combination, a knife blade rests firmly, and it is needed, for so thin is the layer of chocolate on the roller, that it is only just discernible, but the sharp knife blade sprays it off in thin shaving-like flakes, and the chocolate mixture is one step nearer to perfection. From the refiners the chocolate is collected in pans, as shown in the illustration, and it is ready for the last refining.

The machines that effect this transformation are known as finishers. In our illustration we show a long vista of these engaged in giving to the chocolate mixture that smooth and velvety texture that is so well known.

Kneading the Chocolate Two Days and Nights

These longitudinal finishers, as they are called, are really nothing more nor less than a series of four kneading machines. Great, square, steam-jacketed receptacles, with a cover like the cover of a roasting pan. These immense pans, if so they may be called, are concave, granite bottomed. The kneading is done by rollers which move with a backward and forward motion. Into these receptacles this chocolate mass is placed, and to it is added a portion of the cocoa butter derived from the cocoa making machine. The power is turned on and the great rollers commence the 48-hour task that is before them before the chocolate reaches its perfection. The constant rubbing and kneading motion subjects the chocolate to the severest grinding process it has yet received. The thick, heavy, almost solid mass of chocolate is changed to a heavy liquid, and the actual process of manufacture is complete.

The Complicated Final Processes

It remains now but to mould and fashion this chocolate into the desired forms. But that in itself is not such a simple task as the telling would seem to suggest. From the finishers it goes to the moulding machine, a thing of many belts and much noise. Just what variety of chocolate product you get depends entirely on the kind of mould that is fed into the hungry maw of this monster. The mould is seized and filled and passed out on the other side, onto a shaking table. This is the fellow that makes the noise, but there is a method in it. The heavy chocolate substance is too thick to readily sink into the mould of itself and so has to be shaken down. Hence the unearthly din.

Working in Cooled Rooms

At this juncture again is noted the stress laid upon temperature. For one thing, it needs cold to harden the chocolate, and to shrink it so that it may readily be removed from the mould. Leaving the shaking table, the moulds enter the cooling plant—a long room cooled just as low as comfort would permit. Down the centre of this room is a long, box-like structure. At each side is a traveling belt, and in the centre a belt moving back toward the moulding machine. Out through the bottom of this



Longitudinal finishers that knead the finished chocolate product into a silky fineness.

box-like machine, which is really a glorified cold air duct, come the moulds with their chocolate burden. At the end sit two men picking off the filled moulds as they appear, deftly emptying them on the side belt and sending the emptied mould back to the moulding machine by way of the centre belt. All down the sides of this great box-like affair sits a row of girls. In front of them the belt with its chocolate contents moves ceaselessly. Each girl, as it passes, picks off what she need, and wraps it with miraculously swift fingers. Whatever residue there is is handled by another machine, an automatic wrapper that duplicates the work of the girls with solemn precision.

Chocolate Buds and Their Making

Most people are familiar with the little drops of chocolate of varying shape to be found at all confectioners. These are made by separate machines. The machine that makes these works on about the same principle as the little instrument with which the housewife puts the fancy decorations on the cake, only instead of a long and toilsome process, this machine deposits something like fifty of these little drops at one time. The wax paper on which they are deposited moves on an inch and another fifty or so are deposited, and so on through the day. It is pretty hard to think of two tons of these small chocolate confections, but that is the daily output. These are moved into a cooling room and left to cool for hours, after which they go to the packing room where they are examined and packed. Even the slightest malformation is sufficient to discredit one of these. Indeed, through the whole process anything that does not come up to the very highest standard is rejected. We are warned against wastefulness, of course, these days, but this is not wastefulness, for the chocolate goes back to be re-melted and re-worked, and it is a peculiar fact about chocolate that the more it is worked the better it becomes.

There above in the storage room you have seen the long orderly rows of bags of cocoa beans. Here you see the packer putting the last nail in an ordinary enough looking packing box before it is turned over to the railway wagon that waits at the delivery door. Thus is the gulf bridged between the tasteless bean of the tropics and the tasty product of the confectioners. Through it all there is a pervading spirit of cleanliness and neatness that it is hard to believe possible in the light of the memory of the young housekeeper icing a chocolate cake. As a product of system and order and cleanliness, the chocolate products stand well at the head of the list.

Bananas by the Pound

System Effectively Adopted in London, Ont.—A Reasonable Method of Merchandizing Fruit, Meets With General Satisfaction.

THE CANADIAN GROCER representative was recently in the store of A. McCormick & Sons, London, Ont., when two ladies entered and asked the price of some very attractive looking bananas. Eight cents a pound said Mr. McCormick. The ladies seemed slightly surprised but picked out six bananas, and were charged fifteen cents for them. The ladies seemed somewhat relieved. That was about what they expected to pay for those bananas anyway, and probably they didn't see the reason for changing from the old established system of selling by the dozen to the new method. There

is a great step in advance in merchandising when such a step is taken.

No grocer now-a-days would think of running big business without a set of books, that show not only what his goods cost him, what it cost him to sell them, and actually what he got for the goods sold. Yet grocers from the time that bananas were introduced have put them on the list of things to sell by the dozen. Now a good fruit man may be able to tell at a glance just how many bananas there are on a stem, or at least he can tell how many hands there are, which is getting pretty close to it. But the average grocer is not an expert in this line and having to jump at conclusions will very probably jump wrong. For one thing there is a very great difference in the bananas from different localities. To the amateur the Santa Marta and the Jamaican bananas may look about the same, but there is difference of the distribution of the fruit on the stem that makes quite a decided difference to the man who actually knows. The difference may not mount up into any great quantity of bananas, but it does not require many to run away with the profit on bananas as they are usually handled.

The Old System and Its Flaws

The average grocer buys a bunch of bananas estimates that there will be so many dozen bananas on the stem and sells on a small margin on the basis of that guess. Now the guess may be and probably is wrong. Moreover the lower hands, the ones that are most exposed to the sunlight in their tropical home are the best developed. Naturally the customer buying bananas will demand these attractive samples. Up at the top of the bunch there is smaller and thinner fruit. People do not particularly want it so it is sold at a loss or not sold at all. As a result often, the banana the fruit, most in demand and most readily sold, is actually sold without a profit.

The New System and Its Advantages

Now under the weighing system now in vogue in London. When a customer comes in and picks out the six fanciest and biggest bananas in the bunch she will find that they will cost her about 20 to 25 cents. The chances are that she will be willing to pay that price to get that better fruit. Behind her comes another customer who picks out six average bananas, and gets them for 15 cents. Under this system the customer gets what she pays for, and pays for what she gets, which cannot be said of the haphazard system of selling by the dozen.

The average bunch of bananas weighs from 50 to 60 pounds, and the average sized bananas will run about three to the pound. Bananas by the bunch will cost in the neighborhood of 4 to 5 cents a pound. The stem will weigh about seven pounds. There will be a few waste bananas that have to be trimmed off the bunch. This will bring the cost to between 5 and 6 cents a pound. Say 2 cents a pound for profit which is the amount used in London, and you have a dollar a bunch profit, and it would be a safe gamble that very few grocers ever see a profit of that proportion on bananas. Yet it only totals about 30 per cent. which is not by any means too much on a perishable commodity like fruit.

Customers Not Unfavorable to Change

"How have the customers taken to it" Mr. McCormick was asked. Not badly at all he replied. They seem rather surprised, but it is easy to show them the advantage of such a system, and we believe that they are inclined to like it rather than otherwise. They like to pick out the fruit you know and with this system it is possible to let them do so. I always cut the fruit from the stem just as soon as it is ready to sell. Then I display the hands arranged attractively in a basket on the counter with the concave side out, for that is the way they show to best advantage, and of course that side is hidden in selling direct from the bunch. Then too, cutting from the stem tends to more careful handling, there is not the wastage of bananas dropping from the stem. As for the system of selling by the pound I am fully in favor of it, in fact I have gone even farther than some of the merchants, and am selling such things as parsnips, cabbage and carrots also by the pound, and I have found it a great improvement.

Margarine Should Be Made in Canada

No Hardship for the Farmer—Economy in Food Products a Live Issue in Canada, Yet Canada is the Only Country That Prohibits the Use of Butter Substitutes —Further Information on a Vital Topic.

By H. E. Howe, of Arthur D. Little, Ltd., the scientists who have been engaged by the C.P.R. to classify and report on the Resources of Canada.

THE present time, a time when it requires no argument to convince one of the high cost of living or he probability that this cost of living will e still higher, seems an opportune time o draw attention to certain features of he food situation which are of considrable importance. These features have een discussed before but fall into the ame class as the weather in Mark 'wain's opinion when he said: "We talk lot about it but nothing is done."

One of the essentials for body mainenance and growth is fat. We derive ost of our fat from animal sources, but is source of supply is the one in which he prices are always increasing and, onsequently, many are unable to purhase the amount of fat which they ought o have. This is preparatory to saying hat the time seems to have arrived when anada should permit the manufacture oleomargarine within the Dominion. anada is the only civilized nation which rohibits the use of this substitute for utter although there are many living in anada who are familiar with this article of commerce and have used it extensively in other lands.

Process of Manufacture

Oleomargarine is made in a churn just like butter and the raw materials are oleo oil, neutral lard, sometimes stearine, a vegetable oil such as peanut oil and milk. Oleo oil is secured from beef fat. The choicest fat is selected and rendered at a low temperature, after which it is pressed, leaving Stearine in the press and separating the oleo oil which solidifies like lard on becoming cold. Neutral lard is made from choice hog fat—leaf lard—only it is carefully rendered at a low temperature to prevent any acidity. The origin of stearine has been noted above. The process is under careful control, is carried out under the most cleanly conditions and the resulting product is clean, wholesome and attractive. If fat from cattle fed on June grass is used and the churning done with summer milk, the resulting margarine is colored like butter. Under winter conditions margarine is white, just as butter is lighter in color at that season of the year.

Different Grades From Different Kinds of Vegetable Oil

Different grades of margarine are made by using different kinds of vegetable oils, but there is no reason why Canada cannot be guided by the experience of other nations and choose the best method for insuring to the people a high-class margarine which would never be sold as butter.

From the churn, margarine is carried against a counter-current of ice water to permit proper graining, is then allowed to come to uniform temperature and is worked with the addition of salt as is butter. In the highest grades a percentage, up to 30, of butter is added at this stage. The working leaves the material with approximately 10% moisture, whereas butter usually contains much more than that amount of water. A further period of time elapses to allow seasoning and for shipment.

No Menace to the Dairy Interests

In most places margarine is subject to

(Continued on page 37.)

A General Store Grown Up

How the General Store Idea Has Crystalized Into Something Approaching a Departmental Store—Featuring Each Department—Some Account of the W. B. Hogarth Store, Tillsonburg, Ont.

THE name of W. B. Hogarth is one of the standard names in the business life of the town of Tillsonburg, Ontario. Mr. Hogarth has been in business in this town for many a long year and has built up a general store business whose separate department would do credit to many a store doing business in only one of these specialized lines.

In the grocery end of the business, which is one of the most profitable departments, Mr. Hogarth has associated with him his son. This business though it is in no way separated in location from the other departments goes under the firm name of Hogarth & Son, while all the balance carries the old established name of W. B. Hogarth.

The store is a large, airy, well-lighted building. Originally two stores, an archway has been cut between at the front, so that not only does the customer in any department have her attention called to goods displayed in other sections, but there is a ready means of getting from one department to another. The left-hand door opens directly into the grocery department, a well appointed, modernly equipped store, not overly wide because of the overlapping of other departments, but with plenty of depth to make up for this deficiency.



A glimpse of the attractive store front of the W. B. Hogarth Company, Tillsonburg, Ontario. Part of the grocery window shown in the picture.

Adding a Shoe Department

The reason for the comparative narrowness of this department was the introduction of a shoe department. This department was added some years ago to meet a need of the trade. The only place for it was in the grocery side of the store. Do not imagine, however, that boots and shoes are left to get themselves mixed up with the butter and sugar. When we say a department was added, we actually mean that. It is a department, not a mere hanger on. A partition was built down the centre of this side of the store, and half the store was given over to the sale and display of boots and shoes. Ample room was provided for a stock large enough to meet all requirements, and according to Mr. Hogarth's own statement this department has proved one of the successes of his business. It might look as though carving a slice out of a grocery store to install a shoe department were taking a rather mean advantage of the grocery department. In this case, however, no injustice has been done. There has been left ample room for all the necessities of the business. Moreover, on the grocery side of the wall that separates the two departments there have been arrangd tiers of display cases. From top to bottom of this wall these cases run, and prove an unusually powerful means of displaying goods.

Giving a Vista of the Store

Behind these two departments again is a raised department where wall-paper and some light hardware lines are displayed. Then through another archway into the other side of the store. Here, also raised above the main floor is a department for women's ready-to-wear clothes. A full and complete line of these goods is carried, attractively displayed. Looking down from this raised section one overlooks the dry goods section, a department that could hardly be overpraised. Fully equipped in every way, with glass-faced display counters, neatly arranged stock cases and made more attractively still by a careful and orderly arrangement and display of the actual stock.

At the rear of the store there is a stairway leading to a department that is not usually found to any extent in a general store, a large basement salesroom perfectly lighted from the rear, there is found a display of silverware and china that comes as a distinct surprise to the stranger. One might expect a small supply of such goods to meet the demands of the trade, but what is surprising is the size and quality of the display. From the white ironware china of the tea-meeting table all the way to some of the finest makes of the English and French and Japanese potteries. It is a most unusual elaboration of a line that most merchants hardly think is worth handling. Yet this department is evidently one of the prime favorites with Mr. Hogarth, and unquestionably it is so with a reason. He frankly admits that it has proved an advantageous department to him.

A Believer in Publicity

Mr. Hogarth is a believer in publicity. The tastefully dressed windows of his store demonstrate that without any questioning on the point. They are used to advertise. Then, too, he is a believer in the sale plan, of making his store known as the headquarters of some one line of goods. For instance, every year he has a sugar sale, that the towns people and farmers have learned to look forward to. He may not make a great deal of money on the individual sale, but he sells over a carload of sugar during that sale time. It makes a fair profit, but more than that it sets others advertising the store, leads people to feel that this store is the natura headquarters for that commodity, and it is not a very far cry from that to making them believe that the store has other merits.

Team Work in Store Management

Nor is this the only system adopted. I is a policy of the store to keep it attractive so that the customer once inside will be impressed enough to want to come again Every department is made as far as possible to work hand in hand with the other Entering the store you are faced by al most every department of its activity Each department is well displayed, bu each maintains a certain amount of pri vacy that is necessary for the most suc cessful carrying out of the business o that department. Each department i fact is a part of a whole, of a whole tha is made to swing together and yet eac department most unmistakably maintain its own identity. Each stands on its ow feet, is required to bear a proportion c the necessary expenses, and to show it fair proportion of profit.

Mr. Hogarth's store is one in fact tha has grown up from the general store ide into something in the nature of a depar mental store.

Half Holiday or Early Closing

Movements at Various Points to Substitute 5 p.m. Closing Daily For The Summer Half Holiday—Do Employees Prefer Small Daily Gain to Larger One Weekly?

FROM conversations which this paper has had with a number of merchants in various parts of the province lately, it seems probable that the weekly half-holiday plan, which until recently had been growing with great rapidity and extending itself over a number of provinces of Canada, may have to face a prominent rival of early closing movement. That is to say, the proposal will be brought up in a number of towns and cities before summer arrives to change the Wednesday or Thursday half-holiday, and instead arrange the closing of retail stores, so as to have their business stop at five o'clock every day of the week except Saturday, during June, July and August, instead of having the stores continue until six o'clock, and give the half-holiday from one o'clock on one day of the week.

Clerks in Favor of 5 p.m.

Heretofore the claim made that the half-holiday is preferred by the employees, whatever the position of the firm itself may be, has been rarely disputed. Here and there a store has been found that has withstood the clamor for a weekly half-holiday, and kept their store open either every day until six or inaugurated an early closing movement at five o'clock in the summer months. Now, the positions that the employees would prefer the five hours of freedom during the one afteroonn is being met by the statement that where stores have tried the early closing for the whole week the employees are now heartily in favor of this in preference to the other.

Feeling of Unrest

The feeling in one Ontario town is a case in point. For the last two or three years most of the retail merchants have been holding Wednesday as a half-holiday, closing their stores at one o'clock in the afternoon. There has been one exception—a store which has continued to keep open on Wednesday afternoon, but has given its employees one hour every day of the week except Saturday, closing the store at five o'clock.

There are evident signs of a swing-over of a number of merchants to this plan. They feel that the half-holiday system is inferior to the position of early closing. In speaking of the matter, one merchant said that, taking the point of view of the employee, there was a general agitation in labor circles for shorter hours of labor, and this movement was in line with early closing rather than the half-holiday movement. From personal experience he thought that the half-holiday produces a certain feeling of unrest among the employees both on the day preceding the holiday and on the morning of it. Another reason is peculiarly applicable to several towns and cities in Western Ontario, where centres of population are grouped more closely than in Eastern Ontario, and in most of the other provinces. In towns and cities which are contiguous, and where a number have Wednesday a half-holiday and others have Thursday, the farmers who have been accustomed to go to one place, and knowing it is closed on Wednesday, consider that the other place in the neighborhood closes on the same day, and probably will come over on Thursday to do business only to find it closed.

"A Nuisance"

From one merchant's point of view the weekly half-holiday very often degenerated into a regular nuisance. Its whole effect was to upset business for the day. His experience was that the day before the holiday the clerks would be telephoning and making arrangements for spending the holiday, and there would be the same kind of distractions on the morning before the holiday, while on the day afterwards the employees who turned out were tired and worn out, and not fit for work. Some merchants, in order to increase the trade for a holiday, and so get something like a fair average for the day, as compared with others of the week, were accustomed to advertise special bargains for the morning of the half-day, and in this way business was increased a little, but the general result was not nearly as satisfactory as having the early closing and the same hours of business for five days of the week.

Staff Unanimous

Another merchant who was spoken to declared that he had tried both systems, and it was his firm conviction that from the standpoint of employer and employee the uniform day was the better.

"As a rule," he said, "the clerks are in the store for considerably after one o'clock, and it is usually two o'clock before they get their dinner, and this leaves only a few hours for the afternoon. If the day is a wet one, then their whole holiday for the week is spoiled. Under the five o'clock system they get away in better time every day, and have a much longer evening. I have experienced what others have, the nuisance of the telephoning before the holiday, and the tiredness of the clerks after the holiday. We have secured opinions from our own staff, and they are unanimous in favor of the five o'clock closing as compared with the half-holiday.

"From a business point of view we met the argument of the half-holiday by inserting notices that we gave our clerks early closing every day, and we hoped that the public would appreciate what we were doing for them. This early closing, of course, included all members of our staff."

It is likely that the merchants in this centre will meet early in the spring to talk over the whole question.

A Compromise

In another town it was found that one leading merchant who favored the five o'clock closing had at last given in at a general meeting of the Retail Merchants' Association when compromises had been made along various lines with a view to more combined and harmonious action on the part of the members.

Half-Holiday or Five O'clock Closing

The main point in favor of a half-holiday is that it gives a chance to the employers for a real "outing," which they could not take under the five o'clock closing. In some towns and cities on the water steamers run special excursions on the local half-holiday and picnics of societies, stores, clubs, etc., are arranged frequently.

One objection to the half-holiday, namely, that the sales for the half-day fall far below the average day, and bring summer weeks below those in which there is no half-holiday observed, is met in Peterborough, for instance, by some stores arranging for special sales on Tuesday morning—before the half-holiday. One store calls a Thursday "Wonder" sale, and they have found that by the stimulation of special offerings the turnover for the morning makes a good average for a whole day.

In some stores, to prevent farmers and others being disappointed in coming into town and finding the store closed where they are accustomed to do business, some one (or two) is detailed to remain inside, and open the door and serve a customer, provided he lives outside the town or city.

SALT FOR NEWFOUNDLANDERS

The British Admiralty has arranged for a number of ships to carry cargoes of salt to St. John's, Nfld., under a plan which is expected to stock the colony with 50,000 tons needed this year, and with an adequate amount to start next year's operations. This will provide against a threatened shortage in the supply of salt for curing the great cod-fish catch of the recent season.

TO PURCHASE CANADIAN CHEESE

The British Government is planning to purchase the bulk of this season's output of Canadian cheese through the Dairy Commissioner for Canada. The whole output of the Dominion is to be bought at a fixed price, but as yet further details have not been fixed. In the meantime there is a marked uncertainty among the trade regarding the market for dairy products of all kinds.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.

ESTABLISHED 1886.

The Only Weekly Grocer Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - *President*
H. T. HUNTER - - - *Vice-President*
H. V. TYRRELL - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES:

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, Room 626, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, MAY 25, 1917 No. 21

EDITORIAL BRIEFS

THE Spanish Dons seem to be getting considerably annoyed over the persistency in which Germany is submerging her mercantile marine. These aren't bright days for neutrals. Might about as well be in the fight and have a chance to hit back.

* * *

AS FAR as this war goes Teddy Roosevelt seems to be out of it. The American Government looked with more or less favor on the idea of sending him to Europe with an army. Mr. Wilson, however, thought different, and so it looks as though Teddy would have to view the fight from outside the ropes.

* * *

CONSCRIPTION has come or is coming, and Canadians generally, far from disapproving this innovation, have endorsed it as the only fair and just way to meet an unprecedented situation. Sound business principles will always receive the endorsement of the public, and this is sound business as well as patriotism.

* * *

FLOUR is on its good behaviour and is tumbling just about as fast as it formerly advanced. This will be a splendid opportunity for the bakers to give force to their contention that it was only flour prices that induced the increase in the price of bread, by coming down as readily as they went up when the price of flour warrants.

* * *

ACCORDING to statistics, the acreage given up to the cultivation of wine grapes in two warring nations, France and Italy, represents a total more than half of all the land that Canada has sown in grain. And this in the year 1916 when the world, if reports speak true, is on the threshold of famine. Find a reason for it if you can.

IN CHICAGO in a prosperous section of the West Side, a new experiment is being tried. Housekeepers who go to the stores, pay cash for their goods and carry them home will save six cents. The grocers have decided on a fixed charge of five cents for the delivery of purchases and one cent for charging any item. That is an idea that would bear consideration.

* * *

THE tin situation grows more serious daily. When you see your tobacco, and your tea, and your coffee, and a hundred other things coming to you in pasteboard cartons instead of tin, you will realize that the reason is that tin is being saved for necessary uses. At that you know, even in normal times, the public pays a vast amount for fancy tins that serve no really practical end.

NO EXCUSE OR FORGIVENESS

"THIS is the time for America to correct her unpardonable fault of wastefulness and extravagance. Let every man and every woman assume the duty of careful, provident use and expenditures as a public duty, as a dictate of patriotism which no one can now expect ever to be excused or forgiven for ignoring."

In these solemn words President Wilson in his proclamation of April 15 brought the American nation face to face with realities.

They are good words, and words that we might well take to ourselves, for Canada no more than the United States can be held guiltless of the charge of wastefulness in these days when wastefulness is a sin.

WHAT ABOUT A FOOD CONTROLLER?

IF anybody was quite sure what constituted the duties and powers of a food controller there might be a greater demand for some such office. Up to the present, however, though such an official has been hinted at, there has been no one courageous enough to make a pronouncement on the subject. If such an official is needed, by all means let us have him, but by all means also let us know first just what he will be like. It has been hinted that J. W. Flavelle might very likely be appointed to this task. That seems reasonable. Mr. Flavelle is a business man. That at least assures that he would understand the machinery and not be forever dropping a wrench among the wheels as our other food officials have done, without achieving any useful end. All the same it would be interesting just to know where the powers of a food controller would begin or end.

ON FIXING MAXIMUM PRICES.

A PROPOSAL to endow the United States executive with power to fix maximum prices on necessaries of life during the war, has been closely followed by a remark made by Sir George Foster which suggests that an arrangement may be made between the

United States and Canadian Governments to fix such prices in both countries conjointly.

In view of the many vain attempts of Governments to maintain fixed prices of staple commodities, which have nearly always resulted in creating a greater scarcity, the exercising of such powers must be only with the greatest discretion or more harm than good will result, for when high prices are not artificially produced, but are the natural results of a real scarcity, fixed maximum prices inevitably tend to diminish the supply of the commodities affected.

Even in war time most people are powerfully influenced by self-interest in conducting their business. Manufacturers and merchants are not averse to taking advantage of opportunities afforded by war to make larger profits than usual, and the wage-earner is out for the highest wages he can get. Why then should the farmer be expected to show himself such a comparatively self-denying patriot? Like the others, he is out for all he can get, and if he knows that he will not be allowed to sell potatoes at more than a certain moderate price fixed by the government, he will very probably plant but few potatoes in comparison with other crops not subject to price-regulation.

LET THE GENERAL MERCHANT HELP FEED THE NATION

AT last the country is awake to the fact that not all the war enemies go about in uniform, that famine is one of the most effective instruments of war. We in a country where food has been plentiful have been slow to realize this fact. Slow to see the staring danger that lies in wastefulness. But it is being brought home to us in a thousand ways. Yet for all our knowledge wasteful systems and wasteful ways of handling are maintained.

According to Government reports eggs are scarcer than they have ever been before. Yet despite this fact, have we put this business on a reasonable wise and efficient basis, or have we accentuated the shortage by lax and wasteful method of handling? The answer is too obvious to need expression.

In the matter of produce the general store, which is the great link in the chain of egg supply, has this great opportunity to prove itself. It is not only good business to see that every egg shall be so handled that it is fit for food, it is also the highest patriotism. "An army marches on its stomach," said the Great Napoleon, so does a nation at war, and to waste in these days or to countenance unnecessary waste is to play into the hands of the enemy. As every merchant knows there is an enormous yearly wastage of eggs that is readily preventable. There are, of course, unscrupulous farmers ready to pan off stale eggs on the merchant when the opportunity offers, there are merchants who are not above passing this on to the wholesaler, and wholesalers who in their turn are not too scrupulous. There are such men, but we believe that they are few and far between, and the real difficulty springs not from conscious fraud, but from unconscious carelessness. Here is the opportunity for the general merchant to see that in his circle of influence this wastage is stopped, that every egg produced is available for food. To achieve this end requires no great effort. It requires only that the farmer be encouraged to gather his eggs promptly and care for them properly, that the merchant see that these eggs reach the wholesaler promptly. To-morrow is not as good as to-day. To co-operate in this way with the forces of production, is to do our part toward winning the war. It is a simple suggestion, but one that might well have far-reaching consequences for good.

CARVING CAREERS

WHILE there are undisputably a number of great forces in modern business, one of the greatest is salesmanship. Salesmanship is being written about and talked about, preached and practised more than ever before. Some potent truths regarding salesmanship and opportunity are driven home in an article by Treasure Dye, of the Industrial Development Corporation of Chicago. He points out that there are those who contend first you must have opportunity before you can exercise salesmanship. This is to a great extent a fallacious theory, as instances without number, in modern business prove salesmanship creates its own opportunities, seizes, and pushes them to fruition.

Some say the smoothly grinding wheels of business swallow up individuality and stifle opportunity. Yet within ten years we have seen hewers of opportunity carve out their careers from that so-called overcrowded field of business to positions of pre-eminence.

It was within this decade that Henry Ford rose from a poor mechanic to the billionaire class. John North Willys butted into the automobile business with no capital, borrowed $7,500, and with a plant on the point of failure, and his own magnificent nerve, ran it into a fortune of $80,000,000. Charles M. Schwab started as a working man without influence, education, or pull and in a comparatively short time acquired all these things in abundant measure. The steps in his spectacular career are worthy of more than passing notice. Within the past two years he got his second wind, took a broken-down plant, sailed for Europe in the face of the greatest financial depression, and cashed in to the tune of many millions of dollars. We have seen the stock of his company go from around $40 a share to $700 a share. We have seen him rise to where he is now called the greatest salesman who ever lived.

Yes, all these men—Ford, Willys, Schwab, and the hundred other conspicuous leaders of business and finance—have made and cashed in on their opportunities through salesmanship.



Group of merchants gathered at Moose Jaw for Saskatchewan R.M.A. Convention, a full account of which appeared in last week's issue.

Some Questions on Bookkeeping

Merchant's Expense Ratio—Proprietor's Salary—"Trade Money" and Its Use—How it May Best be Handled—A Discussion of Many Points of Vital Interest to Every Grocer

By Henry Johnson, Jr.

M—— G—— C——, of Manitoba, whose letter I reviewed last week, said he was "doing about $4,000 a month," and that his expenses were $7,000 a year. Assuming that he is doing exactly $4,000 a month, instead of "about," an expense bill of $7,000 should enable him to make a splendid showing.

Because that would be inside of 14.6 per cent. expense on $48,000 business, so he should have a net of 5.4 per cent. plus provided he is making an average of 20 per cent. on his sales. For 20 per cent. gross margin on $48,000 is $9,600. Take off the $7,000, and we have the tidy net earnings of $2,600. And $2,600 is 26 per cent. on a capital of $10,000, or 32½ per cent. on a capital of $8,000.

But it remains for him to state whether the $7,000 includes EVERY expense, waste, depreciation, and loss; and whether as salary for himself is also included therein, as well as 6 per cent. interest on the capital employed in his business. For example, he says he is doing 60 per cent. profit, which means that $28,800 of sales is charged. He may run this side of things very well; but conservative figuring will compel two charges of depreciation against such a credit business. First, there is ½ per cent to ¾ per cent. of what might be called "attrition," or the loss always incidental to credit giving; and this is a fairly safe charge against the total sales, or $480 to $540 a year. Probably he feels that he does not lose $40 to $45 a month; but there come times when people leave us with $250 unpaid. Anyway, it is just as well to be on the safe side. Second, there is the safety buffer of 10 per cent., which always should be deducted from the total of supposedly GOOD accounts outstanding at inventory time. If you have $2,400 on the books—GOOD—add $240 to your shrinkage account.

Again, the proprietor of such a business should draw $25 a week, or $1,300 annually as a very moderate salary for himself, which goes into expense, of course; and there is 6 per cent. interest on capital. I suppose it is understood, too, that 10 per cent. on fixtures in general and 20 per cent. on delivery equipment are items of expense.

If M—— G—— C—— has taken all these factors into account in his $7,000, then he is running along on a fine basis. Is he?

Posting to Jobbers' Accounts

A Manitoba merchant says he is following my system and so far his books balance all right. He asks about produce, but I covered that point four weeks ago. Proprietor's salary is covered above. He asks:—

"Relative to keeping a ledger for wholesale accounts—posting from journal to jobbers' accounts—what is your idea as to that?"

My answer is DON'T DO IT. That is a cumbersome routine without use and very laborious to the small merchant.

Keep all unpaid invoices in one file or clip, arranged alphabetically, and keep those in the safe. Compute discounts, freight charges, costs of the various items, and other notations right on the face thereof. When you pay these, either send them with your remittances for receipt and return, or send a memo sheet with your remittances showing what items are covered. I always make computations on one invoice, pin check thereto, and send the bunch in for receipt. That saves most time. Meantime, all records have been made in your journal, so you have details accessible always. When the invoices are returned, file them away anywhere for reference. No need to be very careful of them afterwards; for your records are in your safe, and if any should be lost and once in three or four years you really need a duplicate you can get it by asking for it.

Any time you want to know where you stand with your jobbers, add the unpaid lot together, and you have it immediately with minimum trouble. Point is to save time and work. No use just writing a lot of duplicating stuff which is not needful. Is this clear? If not, ask again.

Trade Money and Its Use

An Ontario merchant asks:—

"How would you handle produce when trade money is used? Would you each day count into the register with the receipts money a certain amount of trade money and then ring all transactions as paid out paid out? Sometimes the produce is not all traded out; at others trade and receipts money are given in payment. We used to give credit slips, but found trade money more satisfactory and less work. We are convinced these transactions should be recorded to get a record of the actual business done, but so far have not found a satisfactory way."

In this case, it seems to me, the trade money takes the place of credit slips; so why not handle it the same way?

If you buy 30 dozen eggs, strictly on a trade basis, at 25c the dozen, or $7.5 total and your customer buys $2.50 worth of goods and takes a credit memo for $5, you have bought $7.50 worth, sold $2.50 worth, paid out $2.50 and owe $5. If you had many such transactions, you would have to devise a way to keep track of what you owed, for otherwise you would have an unknown contingent liability for all the unpaid credits hanging over you always. But, even so, I think the simplest way would be to enter the paid-out only for the $2.50 and ring up $2.50; and do the same thing when the $5 due bill came in for trade.

Suppose, now, you have $500 in trade money made up. It must be kept securely in the safe, or even in a bank

posit box, since if scattered about the community it would make you liable for just so much goods. But, if used legitimately, you can tell any time by counting it just what you owe for produce that you have taken into stock but not paid for.

I think I'd have a supply of trade money in a cash drawer beside the register. If you have a cashier, such drawer can be placed where it is safe. If you have no cashier, such drawer must be so conspicuously located that it cannot be opened without your knowing it.

I would buy that case of eggs and pay for it at once with $7.50 in trade money, making no record at all. Then if the customer bought $2.50 worth of goods she'd pay in trade money. I'd make a sales slip and write "Trade" across it, and have a special spindle beside the register for those trade slips. Then I would take the trade money to the register, ring it up, put it in as regular cash, and make a paid out for $2.50. The trade money in the register at night should correspond with the trade slips on the spindle; and the trade money in the cash drawer should check up exactly with the slips and what you have in the register.

Seems to me this would be a simple method; would provide an absolute check on what your are doing; you could tell any time how much trade money you had out; and work would be simplified to the minimum.

MARGARINE SHOULD BE MADE IN CANADA

(Continued from page 31.)

some handicap in the fear that it may damage the dairy industry. In some places it must be sold uncolored, although the consumer may color it. At same time, dairies are not prevented from coloring butter. With respect to its relation to the dairy industry, it is interesting to note that one dairy state purchases large quantities of oleomargarine for its use and sells its butter at the higher price to those who can afford to pay for the taste. In large cities where margarine is manufactured there is always a demand for butter at its higher price, and in normal times the world's price for oleo oil is determined by the price set at Rotterdam in the midst of a great dairy country. Canada produces many of the materials used in the production of oleomargarine, but exports them at the present time instead of attracting further capital investments and utilizing them for home consumption.

Suggestion for Governing Sale

It would seem possible for the Government to license and regulate oleomargarine factories and protect the dairy industry by compelling margarine to be sold in original containers bearing a tax stamp so affixed as to assure the package being sold unbroken. Penalties for selling the product in any other manner can be made sufficiently severe to discourage such practice and insure the material always being sold for just what it is. In order, however, that it may have its great usefulness, it should be sold colored and made as attractive as possible to those who cannot afford to pay high prices for butter.

PARAFFIN IN CANDY CONFECTIONS

The Chief Analyst of the Inland Revenue Department Laboratory, has issued a bulletin concerning the extensive use of paraffin as a stiffener in the form of candy sold as chocolates. As a component of a food product, a recent statement of the National Confectioners' Association of the United States, prohibited the use of paraffin in confectionery. The Chief Analyst's report states that so-called paraffin or paraffin wax is wholly without food value, is quite indigestible, and is not a normal component of any natural food material. Its melting point is so high that it keeps solid at the body temperature, and being quite insoluble in the digestive fluids, it is conceivable that serious results might ensue from its presence in foods consequent upon mechanical disturbances.

A collection of chocolates by the department showed that paraffin is much more largely used in the manufacture of caramels than in any other form of chocolate confection, and of 110 samples, it was found that 30 contained no paraffin; 8 contained traces, 8 with less than 0.5 per cent., 13 with more than 0.5 per cent. and less than 1.0 per cent., and 51 with more than 1 per cent.

The 51 samples containing above 1 per cent. were distributed as follows: 23 samples with from 1 to 2 per cent.; 12 samples with from 2 to 3 per cent.; 10 samples with from 3 to 4 per cent.; 5 samples with from 4 to 5 per cent., and 1 sample with from 6 to 7 per cent.

In regard to the seriousness of the large proportions of paraffin in the above samples, the Professor of Pharmacology of McGill College, and Medical Adviser of the department, states that in amounts of 1 to 2 per cent. the paraffin would do no harm, but that in larger amounts there is a possible risk to persons or children who consume large amounts of candy. In any case the paraffin is of no use as a food, and in candy may be regarded as an adulteration.

HAMILTON ASS'N URGES USE OF OLEOMARGARINE

Members of the Hamilton Retail Grocers' Association expressed sharp criticisms of the Dominion Government for its refusal to permit the sale of oleomargarine in Canada, on the occasion of their last monthly meeting. The association went on record is favor of the sale of this inexpensive substitute for butter and drafted a resolution on the government to that effect. All agreed that oleomargarine was a necessity on account of war conditions and the high cost of butter, and several members agreed that the ban on margarine was a political dodge to get the farmers' votes.

THE DUTY AND TAX ON IMPORTED POTATOES

Some question has been raised as to the advisability of the Government's remitting the duty on potatoes imported, in order to give consumers relief, until the Canadian crop is ready. With the prices of potatoes soaring, the Government collects a specific duty of twenty cents on every bushel imported into the country, and in addition, an ad valorem war tax of 7½ per cent. New potatoes are coming from California this month and from Virginia next month, but there is no question of competition with the Canadian potatoes. It is improbable that the Canadian growers' interest would be adversely affected by the free entrance of American potatoes, and in the meantime the householder would benefit by the tax removal.

BROOM PRICES SOARING

With the soaring propensities of the price of brooms, it is said to be no wonder that the old witch, depicted as using the humble household weapon for aerial flights, certainly made no mistake in her choice, for prices of brooms have advanced 100 per cent. over last year. Broom corn, which was a very short crop and for which the demand is great, has gone up to 400 per cent. Handles, in sympathy with the lumber market, are $5 to $6 dearer than before the war, while prices of wire, tacks, and wages, all add to the increase. Manufacturers say that broom prices are the worst in 40 years, the housekeepers are now paying 50 or 60 cents for brooms which formerly sold for 25 cents. Some lines sell at $1, and it is said that brooms which now sell at $6.50 per dozen wholesale, used to bring but $3 per dozen.

LONDON GROCERS PROTEST INCREASED TAX

The London Retail Grocers' Association sent a large deputation to wait on the Finance Committee of the City Council, to protest against the proposed new license schedule, by which they will be taxed $25 for selling near beer, and $5 for selling cigars. Ex-Alderman Adam Palmer, who was the chief spokesman for the deputation, said the legislation was unfair to the grocers, and if the tax was put on they would refuse to handle the beer. Alderman Gordon Drake supported the grocers, declaring the additional taxes were too heavy and would be a hardship to the grocers of the city The Finance Committee took no action on the request, as the sub-committee in charge of the licenses were not ready to report.

A WORD OF APPROVAL

We are glad to see Henry Johnson, Jr., back on the job with his commonsense articles, and believe that you have one of the best grocery papers printed.

Yours truly,

GEORGE O. WERRETT.

Simcoe, Ont.

The Man Behind the Counter

A Good Salesman Will Utilize the Customers' Senses—Salesman Needs to be Appropriately Dressed—Windows Present Ideas.

THE selling of goods is the thing for which the store exists, stated Professor Paul H. Neystrom, in an address during the merchants' short course at the University of Kansas. With all your good buying, all your good system in store work in every respect, your good accounting, your advertising and your window trimming, you must still recognize that the whole system rests on your sales people.

Salesmanship is a big subject. Most store workers are not good sales people, because they know very little about salesmanship. It requires study to make good in salesmanship.

In salesmanship our problem is to get the customer to know the facts about our goods and to feel favorably toward them. Our problem is to get ideas about our goods into his mind and the openings through which the raw material, out of which ideas are constructed, passes are the nerves that pass out from the brain; the principal ones being the nerves of sight, hearing, smell, taste and touch.

In selling goods the sales person who understands these elementary facts attempts to give his customer ideas not only through the eye and ear, but also through the sense of touch, and, if possible, through the sense of smell and taste. The salesman appeals to the eye by showing the goods and pointing out what he wants to be seen. He appeals to the ear by telling about the goods, and he appeals to the sense of touch by getting the merchandise into the hands of the customer; or, as in the case of shoes or garments, by getting the customer to try them on. Every good salesman follows this principle of using several of the customer's senses, whether he knows it or not. Every retail salesman should follow this principle, appeal to his customer's mind by presenting ideas through as many senses as possible.

Another fact of psychology is that the rate at which nerve currents enter the brain and from the brain into the mind is not the same in all people, nor is it the same for each person at different times. The salesman must recognize that if he is presenting ideas about his goods faster than his customer can take care of them, he will not be understood and will lose interest. Nor must the salesman present ideas too slowly or the customer's mind will run away from him and grow interested in something else.

When the nerve currents enter the brain from eye, ear or other parts of the body, they travel with a considerable rate of speed, although this speed varies greatly among individuals.

When the current comes to its appropriate place in the brain, it strikes a blow in its particular brain cell. The marks can be made deeper in either of two ways—by putting more force in the nerve current that causes it, or by repetition or concentrating the mind with all its power on the one incoming idea. One other thing is necessary, and that is plenty of pathways or connections to the mark or indentation that represents the idea to be recalled.

There are two more facts of psychology that I would like to present. One is that every idea that enters a customer's mind is accompanied by some feeling, either good or bad, pleasant or unpleasant, satisfactory or unsatisfactory to the customer. The mind never accepts an idea in a neutral way. It accepts or rejects and classifies as good or bad every impression that your customer receives of you, your goods, your store and its equipment, and thus either helps or hinders you in making sales because of this fact.

The other fact is that every idea that enters the customer's mind tends to be expressed, not only by speech, but also by such things as brightness of the eyes, actions of the body, smiles, and of the face and head. It is this expression that the salesman must watch to learn whether he is on the right track or not, whether he is showing the right kind of goods or offering the right kind of selling arguments. One can't sell goods successfully without watching customers' expressions.

The customer gets ideas not only about the merchandise the retailer tries to sell to him, but also from everything about the store. The store's advertising in some newspaper may reach the customer before he comes to the store and he gets ideas from that. They may be partly or wholly unconscious impressions, but in so far as they reach the mind at all, either in definite or in indefinite forms, there is certain to be an effect of feeling either for or against as an accompaniment of what he saw, heard, felt, tasted or smelled.

Window trimming presents ideas to customers and likewise good or bad feeling. The entrance and doorway produce a favorable or unfavorable impression upon all who enter and go out. Uneven steps, sloping walks, slippery places, sticking doors, squeaky hinges, doors that slam with a bang, doors hard to open or close, all cause customers some irritation or bad feeling, and while these are in most cases but very small things, they hinder the successful selling of goods.

The internal arrangement of the store, the layout of the counters and shelving, the location of the goods and the ways in which the goods are displayed are all important factors in building a good impression in a customer's mind. If that impression is not good it will be bad.

Next in order among the things likely to attract the customer's attention and to produce ideas and consequently feelings in the salesman himself. The way he approaches the customer, the way he stands, walks, his looks, his interest, the way he is dressed, his voice, the way he speaks, his cleanliness of clothes and person are highly important factors in giving a good or bad impression in the customer's mind.

The salesman needs to be appropriately dressed for his work. Not too flashy or richly, nor too poorly. Either extreme will attract attention to itself and will detract from the purpose of the store and of the salesman to sell goods.

Conserving Food by Drying Vegetables

A Fruitful Source of Economy Often Neglected—Where Wastage Might Well be Saved—Some Hints By An Authority.

By H. E. How, of Arthur D. Little, Ltd.

THE lack of economy in the use and distribution of foods has frequently been the subject of addresses and discussions, but we do not seem to have accomplished much in this line.

Canada certainly has not learned as well as she might how to economize in foods. It perhaps has never been necessary before, but it would seem that the time has arrived for the serious consideration and application of many principles which have been considered very good, but for the other fellow.

Now is a time, however, when every effort is being made to conserve food, and there is consequently, more than ever, the need to make the most of Canada's resources.

The introduction of dried vegetables for the housewife would therefore seem more than ever worth while. At present the variety of vegetables dried is small, and unfortunately many of the processes are open to objection, but it ought to be possible by going into districts where vegetables could be grown if there was a certain market to obtain the raw material at a price to enable proper drying and transportation to the consumer to more than compete with the freshly grown vegetables. Vegetables, when properly dried, lose none of their original color or flavor, and when placed in the water in which they are to be cooked, soon come back to their original condition, giving a dish in every way satisfactory. Considerable losses can be avoided by the use of dried vegetables. There is, first, the utilization of that portion of the crop ordinarily considered too small for marketing; second, losses through handling, storage, freezing, etc.; third, losses and labor attending the storage of vegetables in the home as well as those attending the peeling and prepara-

(Continued on page 40.)



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

A. H. Marquis, general store merchant of Chatham, N.B., is dead.

Elmore & Mullin, wholesale grocers of St. John, N.B., have dissolved J. Elmore continuing.

Armstrong & McFarlane, grocers of Moncton, N.B., have dissolved, A. McFarlane continuing.

Murphy & De Mont, grocers of Windsor, N.S. are inaugurators of a motor delivery among the town merchants.

Pacific Dairies, Limited, has been incorporated at St. John, N.B., with a capital stock of $40,000, to deal in dairy and animal products.

The Nashwaak Pulp & Paper Co., Ltd, is closing its general store formerly operated for the benefit of the employees of the company who form the bulk of the residents in Marysville, N.B.

The campaign for increased food production is being carried on energetically throughout New Brunswick under the direction of the Provincial Government, and with promise of good results.

Charles F. Rogers, Edgar R. Teed, and Alfred Page, of Woodstock, N.B., have been incorporated under a provincial charter, as Imperial Produce, Limited, with capital authorized of $100,000, to carry on a general produce business.

The grocery section of the St. John branch of the Retail Merchants' Association met this week and re-elected officers as follows: Chairman, T. J. McPerson: Vice-chairman, E. W. Rowley; Second Vice-chairman, S. C. White; Treasurer, W. A. Porter; Secretary, W. S. Logan.

When the call was made for city men to devote their vacations to farm work this summer, the first response received by the committee in St. John was from the staff of W. F. Hatheway & Co., Ltd., wholesale grocers, six of whom volunteered. Eight members of the staff of Baird & Peters have offered.

The general store of Jones Brothers, Apohaqui, N.B., was entered this week by burglars, who cracked the safe by the use of nitro-glycerine and stole the contents. They got $960 in cash and $400 in cheques, but left behind promissory notes and other securities valued at $26,000.

The effort to arrange for the closing of retail stores in St. John at five o'clock during the summer months has received a setback, and is not likely to be made effective this year. Some of the grocers were willing, but others found that it would entail too much inconvenience for their customers.

At the meeting of the retail grocers of St. John, plans for shortening credit were discussed. It was agreed that the higher cost of doing business made this necessary and that credit accounts should be settled at least on a monthly basis. It is the aim of the members of the association to get as near a cash basis as possible.

Charles S. Philps, who has conducted one of the largest and most modernly equipped grocery and provision stores in St. John, has sold out to Roy Robertson, who has been in business within a block on the same street. Mr. Robertson has purchased the substantial brick building in which the store is located, the fixtures and stock, and will combine the two businesses. Mr. Philps' business was established originally as Philps & Watson, but during recent years has been carried on by Mr. Philps.

The Maritime Fish Corporation, in pursuance of their new policy, have added two more steam trawlers to their fleet. The new craft have a capacity of 150,000 and 250,000 pounds respectively. On the first trip out of the smaller trawler, she secured her full load in two days. The outlook for the future supply of fish is regarded as encouraging. The wholesale prices are now only slightly higher than they were at this time last year, and if the demand could be directed towards seasonable fish, it is believed there would be little necessity for high prices.

Quebec

Nap. Sirois & Co., have registered to commence in the grocery business.

On Shang Company, have registered to commence in the grocery business.

Maurice Mandreville, of S. Love Kelly & Co., Chicago, visited Montreal last week.

G. B. Thibeaudeau, of Quebec, visited Bon Secours Market, Montreal, last week.

Berlanger & Leger, wholesale provision merchants of Montreal, have been registered.

J. Seymour, fruit and vegetable merchant, Quebec City, was in Montreal last week on a business visit.

Olive, Dorion and Stroud, produce merchants of Montreal, have dissolved, and have been succeeded by Olive and Dorion.

A Pellerin, of St. Agathe, Quebec, was a business visitor to Bon Secours Market, Montreal, on a purchasing expedition, last week.

D. F. Ames, of C. E. McNeil Co., provision and poultry merchants, Chicago, was in Montreal during the past week on business.

Sanche & Leblanc, Ltd., have been incorporated at Montreal with a capital of $50,000 to carry on a wholesale and retail grocery business.

J. S. Porter, of the Department of Agriculture, Ottawa, came from Toronto last week on a business and official visit to Montreal, remaining over Thursday and Friday.

A. Legare, of Quebec, where he conducts a fruit and vegetable business, was in Montreal last week visiting the premises of T. Johnson, Bon Secours Market, amongst other calls.

E. J. Shields, of Edson Bros., Dock street, Philadelphia, was in Montreal during the past week on business, and called on friends in the provision trade.

Business circles in Montreal learn with regret that Lieut. G. C. Temple Hadrill, 54th Squadron Royal Flying Corps, was listed among the missing on May 9. His father, Mr. George Hadrill, is secretary of the Montreal Board of Trade. Hopes are expressed that before long the intrepid young aviator may be discovered alive.

Ontario

L. Bardon, baker of Kitchener, Ont., is dead.

S. H. Orser of Perth has sold to J. R. Rathwell.

C. W. Desand of London has sold to Geo. Keys.

Thos. Langlois, grocer of Windsor sustained loss by fire.

W. J. Taylor, general store merchant of Lucknow is dead.

W. G. Munroe, general store merchant of Apple Hill has sold out.

Austin & Grice, grocers of Oakville, Ont., have sold to H. Smith.

McCallum & Wallace, grocers, are commencing business at Guelph.

W. A. Sherwood of W. A. Sherwood & Son, grocers of St. Catharines is dead.

A. Sibbett, grocer of Carleton Place, Ont., has sold to D. A. Roe Company.

S. H. Orser, grocer of Perth, Ont., has sold to J. E. Rathwell of Carleton Place.

Graham Company, Ltd. of Belleville wll rebuild on the site destroyed by fire.

W. G. Johnston has removed his bakery business from Blenheim to Cedar Springs.

Batchelor & Snider have sold their general store business at Cainsville, Ont. to C. W. Watson.

Pte. H. Mullen formerly of The Trout Creek Store Co., of Powassan, Ont., is reported missing.

Community Grocery of Welland has opened six branch stores with a complete grocery stock.

Neal London Bread Company St. Thomas have purchased building and plan to expend $25,000 on additions and machinery.

Bricker-German Company, Ltd., has ben incorporated at Waterloo, Ont., with a capital of $40,000, to carry on a general store business.

The Harding Company, Ltd., has been incorporated at St. Thomas with a capital stock of $60,000 to carry on a wholesale grocery business.

Harry Ranahan, of London, has the sympathy of the grocery trade in the loss of his eldest daughter by pneumonia. His wife is also seriously ill.

Canadian Flour Export Company, Ltd., has been incorporated at Toronto with a capital of $100,000 to manufacture and deal in agricultural and food products.

Union Fruit and Product, Limited, has been incorporated at Toronto with a capital of $40,000 to carry on a wholesale fruit, produce and commission business.

Northwestern Elevator Company, Limited, has been incorporated at Fort William with a capital of $250,000 to operate elevators for storing grain and produce.

The American Cereal Co. of Peterboro, are planning to rebuild their mill, which was destroyed by fire some time ago. The equipment is being purchased by the Chicago office of the company.

Armstrong Bros. of Fletcher, Ont., will operate a sorghum factory in connection with their plant. A product equal to maple syrup will be made by the use of steam evaporators and sulphur fumes.

Lew Hahbly, for many years head bookkeeper at Scandreth Bros., London, Ont., has bought an interest in the Harding Wholesale Grocery Co., St. Thomas, Ont. Mr. Hambly enters the firm at once. Mr. Herbert Morton, who was a member of the firm has retired.

Western Provinces

C. E. Cramer of Lancer, Sask., has sold out.

J. B. Gowler, grocer of Winnipeg has discontinued.

L. Braunstein, grocer of Winnipeg has discontinued.

A. F. Deruchie of Mulvihill, Man., has sold to W. C. Allan.

Sargent Bros. general store, Bawlf, Alta., were burnt out.

J. E. Grant has opened up a grocery business at Calgary.

D. Mitroff of Winnipeg, has been succeeded by J. Balanoff.

Shore Grocery Company, Winnipeg, has commenced business.

H. H. Harris, grocer, has commenced business at St. James, Man.

D. M. Randall has purchased general store business at Biggar, Sask.

Farmers Store have commenced a grocery busines at Vonda, Sask.

Wm. Flockhart of Acme, Alta., has sold his general store business.

The No-Vary Grocery of Winnipeg, Man., has registered partnership.

Spooners Grocery, Edmonton, have sold their business to Mr. Murphy.

Cameron Grocery of Edmonton, has been succeeded by A. J. Ainsworth.

F. G. Crawford, general store, Swift Current, Sask., has discontinued.

G. M. Walters of Vancouver, B.C., has sold grocery business to Thos Fahey.

W. G. King & Co., Ltd., of Plate, Sask. have sold their general store business.

J. D. Malony of Edmonton has sold his grocery business to Geo. Bernes.

A. Bossy, general store, Sceptre, Sask. has been succeeded by Binney & McIvey.

Alberta Milling Company, Calgary, Alta., plan the erection of a flour mill.

W. H. Ellerton of Chamberlain, Sask. has discontinued his general store business.

Geo. P. McColl of Prince Rupert, B.C., has sold grocery business to Munro Bros.

Schacter Supply Co., general store, Regina, Sask., has sold out to I. Hammer.

Craig & Cummins, general store, Truax, Sask., has sold stock to J. P. Klein.

L. Maizlin & Company have commenced a grocery business at St. Boniface, Man.

Western Produce & Commission Co., of Winnipeg, Man., has registered partnership.

Stephens & Lucking, general store, Wolseley, Sask., have been succeeded by Geo. White.

M. Fay & Son, general store merchants of Havwood, Man., have been succeeded by J. D. Benard.

J. H. Porter & Co., general store merchants of Kipling, Sask., has sold to F. G. Leggatt.

The Ellison Milling Company, Lethbridge, Alta., anticipate erecting a new storage elevator.

C. E. Thompson, of Vancouver, B.C., grocer and confectioner, has sold business to G. E. Mann.

Anderson Bros., Saskatoon, Sask., have sold their grocery business to Butcher & Carson.

C. L. Lowe of Moose Jaw has been appointed sales manager of the Okanagan United Growers.

W. F. Bonter, general merchant of Netherhill, Sask., has opened a branch at Snipe Lake, Sask.

Crosby & Co., general store merchants of Netherhill, Sask., have been succeeded by W. F. Bonter.

Property for a cannery site at Peachland, B.C., has been purchased by a Vancouver wholesale grocery concern.

The Quaker Oats Company, Saskatoon, Sask., will erect a two-storey factory and warehouse, 165 feet by 50 feet.

The capital of the Swift Current Grocery Company, Swift Current, Sask., has been increased from $100,000 to $200,000.

Randall & Douglas, general store merchants of Estevan, Sask., have dissolved partnership. R. H. Douglas is continuing.

J. D. Moris & Co., Edmonton, dealers in groceries and men's furnishings, have sold their business to R. E. Brown Company.

The plant of the Echo Milling Company, at Gladstone, Man., was recently destroyed by fire. Loss is estimated at $115,000.

Robin Hood Mills Company, Moose Jaw, Sask., are making an extension to their plant to cost in the neighborhood of $100,000.

J. Clarke, specialty salesman for the Atlantic Sugar Refineries, Ltd., who has been on a visit to headquarters at Montreal, is back in Winnipeg.

Burdick's Limited, Winnipeg, Man., manufacturers of marmalade, have made application to change name to Ansley Hallberg Lewis Limited.

CONSERVING FOOD BY DRYING VEGETABLES

(Continued from page 38.)

tion of the material which can be avoided. If you stop to consider, in potatoes alone, there is frequently a waste of 35% in peeling.

Dried milk, so frequently used by large consumers, such as hotels, bakeries and ice cream manufacturers, is little known to the large body of consumers. It affords a supply of milk especially useful in the kitchen where it can be kept without refrigeration or spoilage, and it enables one to produce an article of food having a higher nutritive value than is possible by using liquid milk.

CLAIMS ENORMOUS LOSS THROUGH FAILURE TO USE OLEOMARGARINE

A meeting of ladies and gentlemen was held last Wednesday afternoon in the City Hall, Toronto, under the Chairmanship of Controller R. H. Cameron for the purpose of demonstrating the purity and wholesomeness etc. of Oleomargarine by tasting samples that had been procurred from Messrs. Morris & Co. of Chicago. The Company was small but a large number of apologies had been received from those quite in harmony with the meeting and regreting their inability to be present at that hour of the day (3 p.m.). These were received by Mr. R. M. Russell, 183 Earlscourt Avenue, Toronto who had all the arrangements made for the meeting and who has been in correspondence with the different departments of the Government, including the Premier's since October of last year.

One and all who tasted the margarine declared it was most palitable and good to the taste. Several addresses were given by the chairman and others. Mr. Russell referred to the large quantities of margarine being sold in Britain the United States and other countries and yet it was made forbidden food by the Canadian Government in spite of the fact that the British Govt. was supplying it both to the army and navy. Mr. Russell declaring if it was good for them it was good for all, and declaring it was a matter affecting every man, woman and child throughout Canada. The loss he estimated weekly to be over $25,000 to the householders in Toronto alone, or $1,300,000 per year. Mrs. A. M. Huestis proposed and Mrs. A. R. Williams seconded a resolution to the effect that the Dominion Government be petitioned to permit the manufacture and importation of oleomargarine into Canada which was carried.

Mr. Russell is willing to arrange a meeting to address the grocers in the merits of the commodity.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FLOUR was on the downward trend during the week, a decline of 90c per barrel having been recorded, which makes a total decline of $2 from the high quotations recently reached. There is a feeling that the market is taking on a more settled condition. With the possibility of the appointment of a food controller for Canada there is strong probability that the upward trend in prices may be checked to a certain extent in other lines. Sugar declined 15c per hundred during the week on the part of our refiners. Encouraging reports continue to come forward from Cuba and the hope is beginning to grow that production might be larger than was at one time anticipated.

One importer of beans stated that some three thousand tons of Rangoon beans had been placed on board ship at Burmah on his account and that there was every possibility that this shipment would be received. Should this shipment arrive the bean situation will be helped materially. The arrival at Boston during the latter part of last week of a steamer direct from Ceylon, carrying some tea as part of her cargo, will give a little better supply for the Canadian market. It was rumored at one time that this ship had been sunk.

Canned goods are in firm market, advances having been recorded in some centres. Prunes and dates are also in firm position with advances made in these lines during the week. Other lines in which advances have occurred include cream of tartar, cornstarches, meats, butter, eggs, soaps, washboards, lantern globes, jellies, canned meats, cocoanut. Business has continued good during the week.

QUEBEC MARKETS

MONTREAL, May 21.—There have been more or less steady market conditions to report in most of the principal lines. Molasses is reported giving anxiety owing to loss of cargoes, and is very firm. Provisions are very firm, eggs being unusually high priced in the country, and hogs high, though new supplies are expected soon now at lower prices. Sugar was rather uncertain at the beginning of the week, with tendency to firmer prices. Beans are exceptionally scarce and firm. Canned goods have advanced as regards the meat products of one large Montreal firm, and there have been some advances and some reductions in cereals. Fish are fairly easy in market; fruits and vegetables show both advances and declines in various lines, due to season's changes.

Miscellaneous Lines Which Have Advanced

Montreal.

VARIOUS LINES.—Amongst the various lines which have altered in price during the past week there are starches, which are up another quarter of a cent per pound; evaporated milks, 25c a case (in some quarters). Cream of tartar advanced 5c by one wholesale house, and generally firm; caustic soda up a dollar a drum (100 lbs.), and toilet soaps up from 5 to 15 per cent., according to lines. Soap in general is now being sold at open prices from day to day owing to the continued firmness of the market for all raw materials.

Sugar Firmer During Week

Montreal.

SUGAR.—This week finds the principal sugar refiners in Montreal with quotations at a level of $8.35 base for extra granulated. The market was looking stronger at the time of writing, and advances were not unexpected. It has been the experience of the trade to find sugar fluctuating about this time, with a trend towards greater strength as demand increases for preserving purposes, and this year may show the ordinary features of this business in spite of war's effects. Reports of good crops from Cuba eased the market a little of late, but there was a stronger tone present in the market towards the end of last week and the beginning of this week.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 35
Acadia Sugar Refinery, extra granulated	8 35
Canada Sugar Refinery, extra granulated.	8 35
Dominion Sugar Co., Ltd., crystal granulated	8 35
Special icing, barrels	8 55
Diamond icing	8 55
Yellow, No. 1	7 95
Dark yellow	7 85
Powdered, barrels	8 45
Paris lumps, barrels	8 95
Paris lumps (boxes), 100 lbs.	9 05
Crystal diamonds, barrels	8 95
Crystal diamonds (boxes)	8 95
Assorted tea cubes, boxes	8 95
Cut loaf (50-lb. boxes)	9 20
Cut loaf (25-lb. boxes)	9 40

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Meats Up; Canned Fruits Also

Montreal.

CANNED GOODS.—The principal feature of the market for canned goods this week is the advance in Clark's canned meats, etc. The potted and devilled meats alone show no alterations in the firm's latest issued list, and all the lines of meats, sausage, jellied meats, mincemeat soups, pork and beans, picnic pates, etc., are subject to advances. The "Inglass" lines also have advances noted, ox tongue being now $13 to $15, and mincemeat $3.25. Canners of vegetables in Canada hold no stocks now, of course, and tomatoes on the spot in second-hands are being held firmly at from $2.25 to $2.30, with corn at $1.80 to $2. Canned raspberries and cherries are firmer, and gallon apples are up again.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	1 20	1 45
Pinks, 1-lb. talls	1 45	1 80
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 3s	....	2 30
Tomatoes, U.S. pack	....	2 25
Tomatoes, 2½s	....	2 20
Peas, standards	....	1 35
Peas, Early June	....	1 45
Beans, golden wax	....	1 40
Beans, Refugees	....	1 40
Corn, 2s, doz.	1 80	2 00
Corn (on cob, gal. cans, doz.	....	8 50
Red raspberries, 2s	....	2 25
Red cherries, 2s	....	2 25
Strawberries, 2s	....	2 50
Blueberries, 2s, doz.	1 20	1 25
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallon)	3 45	4 00

Dried Fruits In Quieter Market

Montreal.

DRIED FRUITS.—No changes of special note are recorded this week in the

matter of dried fruits, and demand is said to be rather quieter than of late. There are no more old crop dried apricots to speak of on the market now, and the dried apple market keeps persistently firm. Probabilities that prunes will be high this season are emphasized, but without definite announcement of any kind so far. The lack of European competition as to other dried fruits means that the burden of production and demand comes upon California more than ever before, and the market there is firmer accordingly. Demand for dates is at its lowest now, and for a few weeks of the summer these will be in very slight request comparatively. Dried peaches are slightly firmer in tone.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	....	0 13
Apples, choice winter, 50-lb. bxs.	....	0 13
Choice, 25's, faced, new crop..	.....	0 28
Nectarines, choice	....	0 11½
Peaches, choice	....	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	....	0 32
Lemon	....	0 24
Orange	....	0 27
Currants—		
Filiatras, fine, loose, new	0 18	0 21
Filiatras, packages, new, lb....	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	....	0 12½
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 13
Excelsior	....	0 11½
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 8 oz., doz.	....	0 95
Cal. bricks, 10 oz., doz.	....	1 20
Cal. bricks, 16 oz., doz.	....	1 40
Cal. layers, 10 lb., 5 rows, box.	....	1 60
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat.	....	2 40
Comadore (Portugal), per mat 33 lbs.	....	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	....	0 13½
40 to 50, in 25-lb. boxes, faced	....	0 13
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	....	0 12
90 to 100, in 25-lb boxes, faced	....	0 11
Prunes (Oregon)—		
30s	....	0 12½
40-50s	....	0 12
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $2.80; 4-crown cluster	....	3 75
Muscatels, loose, 2 crown.	....	0 10½
Muscatels, loose, 3-crown, lb...	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11½
Valencias, 4-crown layers.	....	0 11

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Scarcer; Syrups Very Firm

Montreal.

MOLASSES AND SYRUPS.—Further losses of molasses at sea are reported, and there are suspicions that submarine operations may have been responsible for the loss of a third schooner, the cargo of which is reported fathoms deep. Experienced merchants in the molasses business state that while prices hold as previously quoted, from two to three cents higher might soon be asked if things go on as they have been doing of late. There is an undoubted scarcity of molasses at present, and supplies are very slowly filtering through. Corn and cane syrups keep firm, and there may be further advances. The corn starches had a further advance of a quarter of a cent this week.

	Prices for Fancy, Island of	Choice, Montreal
Barbadoes Molasses—		
Puncheons	0 72	0 67
Barrels	0 75	0 69
Half barrels	0 77	0 72

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case	4 80
Barrels, per 100 lbs	6 50
Half barrels, per 100 lbs	7 00

Higher Prices For All Nuts Expected

Montreal.

NUTS.—There is no avoiding the fact that nuts are in for firmer markets all round. Shelled walnuts and peanuts are particularly high in price to the jobber at present, as much as 51c for shelled walnuts, and 17c for No. 1 Spanish and No. 1 Virginia peanuts being quoted to the jobber now. It is fully realized that the special demand for peanut oil, which has become a big thing now, is likely to keep the price of peanuts still firmer in the future. There are no more Bon Ton peanuts at quotations as low as 0.14½c, and the general trend is to higher prices steadily, though occasional lots are available a little cheaper from time to time. New Brazils have arrived in the shell, and are quoting at 18-20c.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	....	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 18	0 20
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	....	0 15
Peanuts (coon), per lb.	0 13½	0 14
Peanuts (Jumbo), per lb.	....	0 15
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2.	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	0 75	0 80
Walnuts (Grenoble)	....	0 18½
Walnuts (shelled)	0 50	0 52
Walnuts (Marbots), in bags.	0 13	0 16
Walnuts (California), No. 1.	....	0 24
Cocoanuts, 100 size, per sack.	....	7 50

Hopes For Plenty Of New Crop Beans

Montreal.

BEANS.—There will be a big planting of beans in Quebec this year if indications are not belied. Large quantities of seed beans have been disposed of according to reports, and the very high prices prevailing for beans for culinary purposes are sufficient stimulation for the farmers to do their best to have a plentiful crop this season. One wholesaler this week paid for a carload of Canadian hand-picked as high as $9.15 per bushel, the highest price he had ever known for these in this quantity in the Province of Quebec. Lima beans are now worth 20c a lb. to the retailer, and there are no more Canadian 3-lb. pickers under $9.50 per bushel.

Beans—		
Canadian 3-lb. pickers, per bu.	....	9 50
Canadian 5-lb. pickers	7 90	8 50
Yellow Eyes	7 90	8 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	0 14	0 15
Manchurian white beans, lb..	0 15	0 15½
South American	....	5 70
Peas, white soup, per bush.	....	4 50
Peas, split, new crop, bag 98 lbs.	10 00	10 10
Barley (pot), per bag 98 lbs.	6 00	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Very Firm; Tapioca Scarce

Montreal.

RICE AND TAPIOCA.—Exceedingly firm conditions apply to the market for both rice and tapioca at present. Following the advances noted last week, there have been no further special features of the market, but business is reasonably active, and demand is well maintained in spite of advances. Tapioca is likely to go still higher in price, as supplies are very uncertain to replenish stocks, which grow smaller on this side. That rice may see higher prices also is a view held by some market observers.



Making the Waste Places Productive.
From Vertical Farming Magazine.

hough the recent drop in flour prices rings flour and rice rather more closely o their normal condition in respect to ach other's market value.

Rangoon rice, per 100 lbs	7 40	7 35
"Texas" Carolina, per 100 lbs	....	9 90
Real Carolina, per 100 lbs	11 00	11 50
Patna (fancy)	....	10 15
Patna (good)	7 40	9 40
Siam, No. 2	....	9 15
Siam (fancy)	....	8 40
Tapioca, per lb.	0 14	0 15

Coffee And Cocoa Still Quietly Steady

Montreal.

COFFEE, COCOA.—White it is felt n some quarters that the effects of Jnited States action in regard to coffee luties and a possible tax on coffee al-eady imported may affect the supplies oming into Canada via the States and dvance prices, this is not yet regarded s at all certain, and meantime coffee eeps in very unmoved market locally. 'rices as previously quoted still main-ain steadily. There will be no reduc-ons but there may not be advances for ome little time short of something ewly developing and unexpected at me of writing. Cocoa keeps also nor-al as to price quotations, but some erchants interested in cocoas generally re rather surprised that cocoa and cof-e both do not show more of the eneral tendencies of the times. These arkets are both, however, very well tablished in world commerce and their reat channels of operation are well orn and in good repair.

offee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
ntos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
coa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

lack Teas And Japans Also Firmer

ntreal.

TEA.—Although the tea quotations ven below as a general guide to the arket tendency are left unaltered this ek because teas of average good ades coming under these classifica-ns are still available from whole-lers who have bought well and early, e fact is that the importers them-ves cannot quote such prices now. l black teas are still very firm in-d, and the strength of the market is t abated. Supplies are still coming but very scantily. There may not absolute shortage of teas this Fall d Winter, on the other hand there l certainly be no large stocks avail-e, and any untoward happenings to pments will affect markets to greater nness immediately. Japan teas are ng to be higher because of advanced ght rates, but the crop is said to be good condition. New and increased nand for Japan teas is developing in Dominion, due to cost of black tea.

Pekoe, Souchongs, per lb	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Peppers Have At Last Advanced

Montreal.

SPICES.—Peppers are paving the way for the almost inevitable advances in all lines of spices which may become actively noticeable on the markets before the Fall. This week finds pepper prices both for black and white peppers very decidedly stronger. These lines have really deserved the advance long ago but for some reason grinders in Montreal have been reluctant to raise their prices on peppers, and have continued the old scale though actually paying more for new supplies of imported peppers than they were asking in some cases for the finished product. And the rising market has gone steadily on while never has there been any real indication of improvement as to imported goods either via Pacific or via Atlantic routes. Spot stocks are not abundant, arrivals are most uncertain, and in all lines of spices there will almost certainly be shortages and higher prices until the situation brought about by the war is altered.

SPICES.—In every way there is fur-

	5 and 10-lb. boxes	pkgs. dozen	¼-lb. tins lbs.
Allspice	-0 16	-0 19	-0 23
Cassia	-0 25	-0 87	-0 37
Cayenne pepper	-0 28	-....	-0 35
Cloves	0 32-0 35	-0 90	-0 39
Cream tartar, 60c.			
Ginger, pure	-0 20	-....	-....
Ginger, Cochin	-0 25	-....	-0 31
Ginger, Jamaica	0 30-0 35	-1 15	-0 40
Mace	-0 80	-....	-1 00
Nutmegs	0 40-0 60	-0 45	-0 80
Peppers, black	-0 35	-....	-....
Peppers, white	0 38-0 40	-....	-....
Pastry spice	-0 25	0 25-1 20	-0 29
Pickling spice	-0 25	-....	-....
Turmeric	0 21-0 23	-....	-....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway, Dutch, nominal	....	0 60
Cinnamon, China, lb.	0 18	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 15

Fruit And Vegetable Prices Fluctuate

Montreal.

FRUIT AND VEGETABLES.—The market for oranges shows some firmer tendency this week, and this may continue for a time though demand for oranges is very good in general. Navels were about 25 cents a case higher this week. Bananas are a shade easier, and still in very good demand. In the fruit market also Louisiana strawberries are easier at 13 cents a pint. Vegetables show some downward and some firmer tendencies, root vegetables being rather firmer except for potatoes which are easier though still quoting at $4.00 a bag. Carrots, parsnips, beets, etc., are firmer. There are no more red onions on the market in crates or bags. Cabbage by the crate is easier. Leeks are easier. Florida celery is off, but Greentop celery from Florida also though not known as Florida celery has appeared. Rhubarb is easier, priced at 75c to $1 doz. The outlook now is for gradually easier prices on the fresh grown vegetables as the season advances.

Bananas (fancy large), bunch	2 75	3 00
Oranges—		
Navels, per box	3 25	3 50
Floridas	....	5 00
Valencia, ordinary and large	4 25	5 00
Grape fruit	3 00	4 00
Lemons	3 00	3 25
Pineapples, Cuban, crate	....	2 90
Apples—	No. 1	No. 2
Russets	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches	3 00	4 00
Celery, Greentop, per crate	4 00	4 50
Celery (U.S. washed), doz.	....	1 50
Onions, Bermuda, crate 50 lbs.	....	3 25
Onions, Texas, crate 50 lbs.	....	3 50
Onions, Australian, sack 100 lbs.	....	7 00
White onions, per bag (100 lbs.)	....	6 00
Potatoes, per bag (80 lbs.)	....	4 00
Potatoes (new), per hamper	....	4 00
Potatoes (new), per bbl.	....	12 00
Potatoes (red)	....	3 75
Potatoes (sweet), per hamper	....	4 00
Carrots, per bag	3 00	3 50
Beets, per bag	....	2 00
Parsnips	....	1 50
Turnips	....	2 00
Lettuce, curly, per box	....	3 00
Lettuce, Romaine, doz.	....	1 00
Lettuce, Boston, box of 2 doz.	....	2 50
Tomatoes (Florida), per crate	4 00	4 50
Horse radish, per lb.	....	0 25
Cabbage (new) New York, crate	10 50	11 00
Cauliflowers (doz.)	3 50	4 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	3 25	4 00
Beans, U.S., green, basket	3 25	4 50
Leeks, per doz. bunches	....	3 00
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	4.00
Rhubarb, per doz.	0 75	1 00
Rhubarb (U.S.A.), per lb.	....	0 10
Eggplant, per crate	6 50	7 00
Cauliflower, crate	....	4 00
Garlic (Venetian), lb.	....	0 10
Endive (Canadian), lb.	....	0 25
Strawberries (Louisiana), pints	....	0 13
Cucumbers (Fla.), basket	....	3 00

Lake Fish Trade Opening Up Better

Montreal.

FISH.—One of the features of the market for fish this week is the arrival of larger quantities of lake fish such as lake trout and whitefish, also pickerel, and pike. Fresh haddock is also more prominent on the market as to quantity, and is lower in price as a consequence. On the other hand, however, Western halibut has gone up a little. Some salmon from the Pacific coast is arriving, and a few Gaspe salmon have shown up, but in both cases prices are still comparatively high. In other lines trade is fairly active at prices which hold steady at last week's quotations. Lobsters are not so plentiful as had been expected due to bad weather, and for this reason prices have shown a tendency to react to higher levels. Bulk and shell oysters are selling slowly, but trade in these lines is satisfactory for the time of year.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle fo 5 boxes	....	0 95
Smoked boneless herring, 10-lb. box	....	1 40

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	9 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	16 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00

Mackerel, No. 1, per bbl.		21 00
Codfish (Standard), 100-lb box		9 50
Codfish (Shoreless), bbls., "Ivory" Brd., lb.		0 10
Codfish, Shredded, 12-lb box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 25
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH.		
Halibut	18	18
Haddock, fancy, express, lb		
Mackerel (med.), each		20
Mackerel (large), each		25
Cod, steak, fancy, lb		09
Salmon, Western	15	16
Salmon, Gaspe	18	20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 11	0 15
Lake trout	0 11	0 15
Eels, lb.	....	0 10
Dore	0 12	0 13
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters —		
Selected, gal.	....	2 00
Ordinary, gal.	1 75	1 8
Malpeque oyster (choice), bbl	....	12 00
Malpeque Shell Oyst. (cod.), bbl.	....	10 00
Cape Cod shell oysters, bbl	....	12 00
Clams (med.), per bbl.	....	8 00
FRESH FISH		
Haddocs	0 07½	0 08
Steak Cod	0 08	0 09
Market Cod	0 07	0 08
Carp	0 10	0 11
Dore	0 15	0 16
Lake trout	0 16	0 17
Pike	0 10	0 11
B.C. Salmon	0 23	0 25
Gaspereaux, each	0 03½	0 04
Western Halibut	0 17	0 18
Eastern Halibut	0 15	0 17

ONTARIO MARKETS

TORONTO, May 23.—Price changes have again been numerous in grocery lines during the past week. Wholesalers assert the great difficulty is to get goods, and for this reason they are conserving present stocks as much as possible. Some of the large department stores are eager buyers, and experience the same difficulty in getting deliveries. The time seems rapidly approaching when there will be a still more acute shortage in many lines before new stocks can be received. One of the large importers of beans was advised during the week that a shipment of some three thousand tons of Rangoon beans had been placed on board ship consigned to them from Burmah, in India. They look forward with keen anticipation to the arrival of these beans, as the local market is about bare of available stocks. Business in grocery lines has been good.

Canadian Refiners Decline 15c Hundred

Toronto.

SUGAR.—All Canadian sugar refiners are again on the same basis as a result of the decline in price on the part of Acadia, St. Lawrence, Atlantic and Dominion Sugar Companies during the week, now making the selling basis $8.49. This decline follows on the heels of the condition noted in CANADIAN GROCER last week wherein refiners were quoting at different figures. There was a steadily declining market in raw sugar in New York during the week, caused by the realization that the Cuban crop would be much larger than expected by some of the Cuban experts. A decline of ¼c per pound was recorded in Cuban raws in the New York market, being quoted down as low as 5.95c duty paid, as compared with 6.21c for the previous week. Production of raw sugar in Cuba up to May 12 had reached 2,282,760 tons, as compared with the production last year of 2,558,803 tons up to the same time. It is stated on good authority that there are now estimated to be grinding 161 centrals on the Island of Cuba, as compared with 89 centrals at the same time last year. This would indicate that production for the remainder of the season might be heavier than last year. Reports on the weather conditions in Cuba are to the effect that general rains have occurred in Havana and Santa Clara provinces, with scattered rains in other provinces, being mostly favorable for old cane and new plantings. Demand for sugar locally is still somewhat light.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 49
Acadia Sugar Refinery, extra granulated	8 49
Canada Sugar Refinery, extra granulated	8 49
Dominion Sugar Refinery, extra granulat'd	8 40
Yellow, No. 1	8 09
Special icing, barrel	8 69
Powdered, barrels	8 69
Paris lumps, barrels	9 09
Assorted tea cubes, boxes	9 09

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Soaps, Washboards And Lantern Globes Up

Toronto.

SOAPS, WASHBOARDS, LANTERN GLOBES.—Further advances in some lines of soaps have been recorded during the week. Snap hand cleaner has advanced 50c per case to $5.50, which now makes it a 20c line. Fairy soap has also been increased 50c per case to $5. Soap chips in bulk have also been increased 1c per pound, making the selling price now for No. 2 9c. Shell brand castile soap has been increased from 50c to $1 per case, cases with twenty-four 1¾-lb. bars selling at $6.50, an advance of 50c. For cases with 100 and 200 tablets the increase has been $1, making the selling price $7 per case. Sunny Monday soap is now quoted at $5.50 per case, an advance of 50c. Gold dust washing powder in 5c size has been increased from $4.15 per case to $4.85, while the 25c size has been increased 50c, and is now quoted at $5.50. Guelph soap chips in 50-lb. cases are now quoted at 9¼c per pound, the former price being 8½c. White Knight laundry soap is now quoted at $4.95 per case. Babbitt's lye in 48's is quoted at $3.60. Eddy's list on washboards has been advanced 50c per dozen, with the exception of "The Eddy" and "Twin Beaver," which have increased 25c per dozen. Lantern globes have been increased in price, cold blast, 12 to a case, now being quoted at $1 per dozen, and 36 to case 90c per dozen. Crown lantern globes, 12 in case, are quoted at $1.10 per dozen, and squat lantern globes, 36 in paper case, are 90c, and 12 in paper case is 95c dozen.



The Real Homeguard.

From Vertical Farming Magazine.

Jellies And Canned Meats Have Advanced

Toronto.

JELLIES, CANNED GOODS, STOVE PASTE.—One of the lines of jelly powders, namely Jello, that recently advanced to $1.10 per dozen, has declined to 90c. Dalton's jellies have made advances, Nonpareil, small sizes, now selling at 70c, an increase of 5c. Pint sizes have been advanced 10c, and are now selling at $1, while the quart sizes have been advanced 50c, and are now selling at $1.50. McLaren's Invincible jellies are now selling at $1.05, an increase of 10c. Harry Horne's custard powder has been advanced 25c per dozen, making the selling price now $1.20. An advance of from 5 to 10 per cent. has been recorded in the selling price of all Clark's lines of canned meats. The advances apply to corned beef, lunch ham, veal loaf, roast beef, jellied veal, beefsteak and onion, ox tongue, mincemeat, and numerous other lines manufactured by this company. Their pork and beans, with to

nato sauce No. 1, is now quoted at $1.25 per dozen. Robinson's patent barley and groats are now quoted at $3.75 per case, in advance of 15c. Rising Sun stope paste in 10c size has been increased to 10c, and the 5c size to 48c per dozen. Sun paste No. 5 is now quoted at 90c per dozen. Cocoanut in barrels has advanced 2c per pound, and is now quoted at 24c, while cocoanut in pails is selling at 26c per pound.

Molasses And Corn Syrups Hold Steady

Toronto.

MOLASSES, SYRUPS.—Although an advance was recorded in starches during the past week, no further increase has been recorded in corn syrups, which are both products of the corn. It has been usual for corn syrup to share in the advances with starches and vice versa. It can, therefore, be anticipated that corn syrup is in firm position. Molasses is in strong market with a good sale. Cane syrups held steady in price during the week.

Corn Syrups—		
Barrels, per lb.	....	0 06½
Cases, 2-lb. tins, 2 doz. in case	....	4 60
Cases, 5-lb. tins, 1 doz. in case	....	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	....	4 80
Molasses—		
Fancy Barbadoes, gal.	0 78	0 82
West India, ½ bbls., gal.	0 46	0 48
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz.	....	4 25
Tins, 3-lb., table grade, case 2 doz.	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00

Canned Salmon Shows An Upward Tendency

Toronto.

CANNED GOODS.—Alaska red salmon moved to higher levels during the week when the low quotations generally were placed at $3, showing an advance of 25c. Chums in certain instances were advanced 5c per dozen, and pinks quoted as high as $1.90. Standard peas showed a marked tendency toward higher levels, the range being from $1.40 to $1.45, as compared with $1.35 to $1.37½ last week. Early June peas were also quoted 5c up at $1.50 to $1.55. Canned corn showed a firmer tendency. Garden City canned peaches were quoted at an advance, 2's now selling at $1.85; canned pears at $1.60, and plums at $1.45 per dozen. Pie peaches in 3-lb. tins are quoted at $1.95 per dozen. In tins of 2½ lbs. peaches are quoted at $3. Gallon apples are now quoted at $3.75 per dozen.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 00	3 25
Alaska pinks, 1-lb. talls	2 40	2 75
Chums, 1-lb. talls	1 40	1 65
Cohoes, 1-lb. talls	1 75	1 90
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 80
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 25	2 40
Tomatoes, 3s	2 40	2 50
Peas, standards	1 40	1 50
Peas, early June	1 50	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	1 95	2 35
Pumpkins, 2½s	1 95	2 10
Red raspberries, 2s	....	2 65
Red cherries, 2s	....	2 45
Strawberries, 2s	2 50	2 65
Pineapples, Hawaiian, 2s, doz.	2 35	3 00
Pineapple, Hawaiian, 1s, doz.	....	1 50

Dates And Prunes Record Advances

Toronto.

DRIED FRUITS.—An advance of 5c to 10c has been recorded in the price of Excelsior dates which now makes the range $3.75 per case. Dromedary dates have also been moved up, an advance of 15c per case being recorded, the range being from $4.40 to $4.60. Hallowee bulk dates are about cleaned out of the market and no further supplies are available from importers. Prunes have showed a generally higher tendency during the week by ½c to 1½c per pound in certain instances. Quotations on peel have been withdrawn by some wholesalers pending the receipt of stocks which they have ordered. Some supplies of English peel are still being disposed of. The market for dried fruits has been one of firmness.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced	....	....
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 21	0 22
Patras, per lb.	0 22	0 23
Vostizzas, per lb.	0 22	0 23
Cleaned, ½ cent more.		
Australians, lb.	0 21	0 22
Dates—		
Excelsior, pkgs., 3 doz. in case	3 55	3 75
Dromedary dates, 3 doz. in case	4 40	4 60
Figs—		
Taps, lb.	0 05¾	0 06½
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25's, faced	0 15	0 16
40-50s, per lb., 25's, faced	0 14½	0 15½
50-60s, per lb., 25's, faced	0 14	0 15
80-90s, per lb., 25's, unfaced	0 11½	0 12½
Peaches		
Choice, 25-lb. boxes	0 12	0 12½
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	....	0 13½
Seedless, 16-oz. packets	0 15	0 16

Available Teas Changing Freely

Toronto.

TEAS.—Where stocks of tea are available they are finding ready buyers, there being no hesitancy to take them up as they are looked upon as good value. Reports of the sinking of a steamer coming by way of the Cape of Good Hope to Boston continued to cause a certain amount of concern among local tea men who had stocks on board, but fears were allayed by arrival of this steamer, the "Hanna Neilson" at Boston on Friday of last week. She carried some stocks of tea which will help the situation somewhat. From information received by one of the large tea importers there can be gathered something of the firmness that exists in the London market for Ceylon teas when tea dust there recently sold at 41½c per pound. There is no indication of any easier condition in the market, the tendency being all is the other direction. Prices during the week held steady.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Cream Of Tartar Again Makes Advance

Toronto.

SPICES.—Following the advance recorded in last week's issue in cream of tartar a further advance of 2c per pound has been recorded. Prices are high in the primary market in New York with the possibility that any additional arrivals will have to pay the 10 per cent. war duty. There has been a good demand for cream of tartar from the wholesale houses. Black pepper has been in increasingly firm market with higher prices recorded in some quarters. Ground mustard is also in very firm position with an advance looked for in the near future. Cloves have shown higher prices from the low quotations of last week, the range now being narrowed to 35c to 45c as compared with 30c to 45c last week.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 32	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 30	0 38
Carraway seed, whole	0 75	0 85
Cream of Tartar		
French, pure	0 35	0 38
American high test	0 58	0 65

Chicory Very Hard To Obtain

Toronto.

COFFEE, COCOA.—Stocks of chicory are getting in increasingly narrow compass, very little being obtainable. Those who have any stocks at all are conserving them and are selling in very small quantities. Prices are accordingly very firm, being quoted from 18c to 20c per pound. Demand for coffee is very good and also for cocoa. Large dealers in some instances state orders have piled up so heavy recently that they find difficulty in getting them filled with present staffs. Prices in the latter commodities held steady during the week.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31

Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Brazil Nuts May Arrive Within Month

Toronto.

NUTS.—Importers of Brazil nuts state that there is strong probability of arrival of additional supplies of these commodities within the next three or four weeks. They have been withdrawn from the market recently by importers. Three schooners at South American ports are now loaded and ready to proceed to the United States but it will take some time before they arrive. Almonds and walnuts in the New York market advanced ½c per pound during the week. There has been a good demand for walnuts and peanuts within recent weeks, prices on walnuts have advanced 2c from the lowest level of last week.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 12½	0 17
Brazil nuts, lb.	....	0 15
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 52	0 55
Walnuts, California	0 26	0 33
Peanuts, lb.	....	0 16

Tapioca Supplies In Keen Demand

Toronto.

RICE AND TAPIOCA.—There has been an increasingly firm market in tapioca during the week, some of the large department stores being eager purchasers of any available stocks. Wholesalers are inclined to let their stocks out sparingly as they state they do not know when they will be able to get further supplies when present ones are exhausted. There has been a good demand for rice and stocks are accordingly getting low. Arrival of several cars of Southern rice during the week allayed the situation for the time being. Prices held firm during the week.

Texas, fancy, per 100 lbs.	10 00	10 50
Siam, fancy, per 100 lbs.	7 75	9 00
Siam, second, per 100 lbs.	7 50	8 00
Japans, fancy, per 100 lbs.	7 50	8 50
Japans, second, per 100 lbs.	7 00	7 50
Chinese, per 100 lbs.	6 50	7 25
Tapioca, per lb.	0 12½	0 13½

Shipments Of Beans Reported On The Way

Toronto.

BEANS.—One large importer of beans has been advised that their order for some three thousand tons of Rangoon beans has been confirmed and that they had been placed on board ship at Burmah in India. If these beans get away before the ship is commandeered those who have orders in the shipment will feel greatly relieved. Beans in the local market are very scarce, Rangoons and yellow eyes being practically out of the running because stocks have been exhausted. Lima beans are in very narrow compass and are quoted from 19c to 20c per pound. Where Ontario beans are available they are quoted at $9.50 up to $11 per bushel.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Black eyes, Cal., bushel	....	6 50
Limas, per pound	0 19	0 20

Cornstarch And Starch Advance ¼c Per Pound

Toronto.

PACKAGES.—An advance of ¼c per pound was recorded in the price of cornstarches and laundry starches during the week, which now makes No. 1 cornstarch in pound cartons 10¾c and laundry starch in 1-lb. cartons also to 10¾c. Bulk starch is quoted at 9¼c per pound and in 6-lb. tins at 12¼c. Celluloid starch in cases is now $4.50, an advance of 15c while Benson's enamel starch is now $3.50 per case an advance of 50c. There have been some advances in package cereals. Malta Vita is now selling at $3.25 per case, an increase of 40c. Quaker cornflakes have advanced 30c per case, now being quoted at $3.25. Kellogg's krumbles are in strong market and an advance would not come as a surprise in this line. Rolled oats in package have been moving freely.

Cornflakes, per case	3 25	3 40
Rolled oats, round, family size, cs.	4 00	4 50
Rolled oats, round regular 2-.bl size, case	1 45	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10¾
No. 2, pound cartons	....	0 09¾
Starch, in 1-lb. cartons	....	0 10¾
Do., in 6-lb. tins	....	0 12½
Do., in 6-lb. papers	....	0 09¼

Fresh Salmon Trout Quoted Down 1c Pound

Toronto.

FISH.—Salmon trout arrived in good quantities during the week and prices were lower by 1c per pound in consequence. There has been a good demand for this commodity, consumers taking hold readily. Whitefish was scarcer during the week and prices showed a tendency to firmness, being quoted from 15c to 17c. Some fresh seas herring, the first of the season, arrived in small quantity during the week from Boston and were quoted at 8c to 9c per pound. Lake herring are also coming for the first time in small quantities, the price quoted being from 10c to 12c per pound. Demand for fresh fish of all kinds has been fairly good during the week.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	0 12	0 12½
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	....	1 60
Digby herring, bundle 5 boxes	1 10	1 25
Strip cod, 50-lb. boxes	....	4 50
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits 15 lbs.	....	2 25
FRESH SEA FISH.		
Crabs, per dozezn	....	1 00
Herring, fresh	0 08	0 09
Halibut, frozezn	0 16½	0 17
Halibut, medium, fresh, lb.	0 16½	0 17
Cohoe salmon (red), frozen	0 14½	0 15
Haddock, fancy, express, lb.	0 08	0 09
Steak, cod, fancy, express, lb.	0 10	0 11
Flounders, lb., frozen	0 09	0 10
Winkles, per bag	....	1 75
FRESH LAKE FISH.		
Herring, lb.	0 10	0 12
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	0 15	0 17
Trout, lb., fresh	0 12	0 13
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Do., fresh, lb.	....	0 10

Wax Beans And Green Peas Reached Market

Toronto.

VEGETABLES.—Two of the new arrivals in vegetable lines during the past week were golden wax beans and green peas in the pod. The former were quoted at $3.50 to $3.75 per hamper and the latter at $2.50 to $2.75 per hamper. These vegetables came from the Southern United States. New cabbage in cases from Alabama producers was quoted as high as $8.50 to $9 per case. Canadian asparagus was down 75c per basket and new bets were also lower. Florida cucumbers advanced 25c to 50c Texas onions were 25c down. Potatoes were firmly held. Florida tomatoes in carriers were 25c lower.

Asparagus, Can. grass, 11-qt. bkt.	1 25	2 00
Beets, new, hamper	....	2 25
Beans, green string, hamper	3 50	3 75
Beans, golden wax, hamper	3 50	3 75
Cucumbers, Can., hothouse, 11-qt. basket	1 50	1 75
Cucumbers, Florida, hampers, 6 doz.	3 00	3 25
Cabbage, case	8 50	9 00
Carrots, new, hamper	2 00	2 25
Celery, Florida, half case	2 75	3 50
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 50
Cal. head lettuce, hamper	....	3 50
Green, per doz. bunches	....	0 40
Mushrooms, 4 lbs.	....	2 50
Onions—		
Texas, 50-lb. box	3 00	3 25
Potatoes		
N. Brunswick Delawares, 90-lb. sacks	....	4 75
Elbertas, bag	4 25	4 50
New, hamper	....	3 75
Peas, green, hamper	2 00	2 75
Parsnips, bag	2 50	2 75
Radishes, hampers	1 25	1 50
Spinach, bushel hamper	1 50	2 25
Green peppers, doz.	....	1 00
Tomatoes, Flor., 6-bkt. carriers	3 25	4 25
Parsley, doz.	....	0 75
Watercress, basket	0 50	1 00
Turnips, bag	1 00	1 25
Turnips, new, hamper	....	1 50

Pineapple Took Turn Upward Again

Toronto.

FRUIT.—Pineapples took a swing upward again during the week owing to the light arrivals in New York last week, an advance of 25c per case having been recorded. A strike is in progress at Havana which militates against the forwarding of Cuban pineapples. From present indications there is no telling what may develop in the way of price. Until the strike is settled and large quantities arrive in New York a firm market is anticipated. Stocks of grapefruit that are still being shown give evidence of an easier market. Rhubarb was in easier market, the range quoted being from 25c to 40c. Strawberries were slightly lower on some grades. The latter fruit is going into consumption at a good rate and arrivals are getting

heavier.

Apples—		
Boxes, American	2 75	3 00
Bananas, yellow, bunch	2 25	2 75
Bananas, red, bunch	2 50	3 00
Cherries, Cal., box	3 25	3 50
Oranges—		
Cal. Navels	3 00	3 50
Grapefruit, Cuban, case	....	4 00
Lemons, Cal., case	3 50	4 00
Messinas, case	3 00	4 00
Pineapples, Porto Rican	....	3 25
Cuban, case	3 00	3 25
Rhubarb, doz. bunches	0 25	0 40
Strawberries, 1-qt.	0 18	0 22

MANITOBA MARKETS

WINNIPEG, May 23.—It is noticed that embargoes are being lifted by the British Government on a number of lines. One of these lines is H.P. Sauce. Patterson's of Glasgow also announce that the embargo has been lifted from Camp coffee essence. Stocks in wholesalers hands were beginning to get rather small

Brokers are still talking of higher prices on cereals, and attention is drawn to the effect this will have on barley which is liable to go up again. New and high prices were announced by jobbers a week or so ago. Millers are having considerable difficulty securing barley suitable for milling into pot and pearl.

Sugar Market Uneasy; Legislation Affecting It

Winnipeg

Sugar.—Early this week standard granulated was still selling at 9.10 The Atlantic Sugar Refiners, Ltd., who had been standing at 9.25, came down to .10. This did not indicate an easier market, but indicated that these people were in a position to take care of business. For some time they had been over booked. The raw market has been very uncertain during the past week and there was a feeling that there was going to be a decline last week-end. The uneasiness was caused through doubt as to the effect of the recent legislation in U. S. and Cuba. Both jobbers and retailers in Western Canada are fairly well stocked with sugar.

Peaches Up In Winnipeg; Only U.S. Peel Available

Winnipeg.

DRIED FRUITS.—Brokers state that only candied peel will be procurable from the U. S. this year as there is an embargo on it from Great Britain on account of the sugar. This condition existed a year ago, but at the last moment, after many houses had placed their orders in the U. S., the embargo was lifted and candy peel came from Great Britain in fairly large quantities. If the embargo continues to rest on candied peel the trade can expect higher prices this year on this commodity. Stocks of prunes, peaches and apricots are practically all cleaned up in California, but there are pretty good stocks in jobbers hands here, although they are moving out fast. New crops peaches and apricots are not shipped from California until August, and prunes and raisins until October. A Winnipeg jobber has put an advance on peaches into effect, and is quoting as follows:

Extra choice unfaced		.11¾
Extra choice faced		.12
Fancy faced		.12¾
Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	....	0 13¼
Apples, 25-lb. boxes	....	0 13¾
Apples, 3-lb. cartons, each	0 42	0 44
Pears, choice, 25's	....	0 13⅜
Apricots—		
Choice, 25's	....	0 23
Choice, 10's	....	0 24
Peaches—		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants—		
Fresh cleaned, half cases, Australian, lb.	0 19	0 22
Dates—		
Hallowees, 68-lb. boxes	....	0 12⅛
Fards, box, 12 lbs.	....	2 00
Raisins, California—		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10
3 crown, loose, 10-lb. boxes	....	0 10½
Figs—		
Cooking, in mats	....	0 07½
Mediterranean, 33-lb. mats	....	0 08½
Prunes—		
90 to 100, 25s	....	0 11½
40 to 50, 25s	....	0 15
Peels—		
Orange, lb., 7-lb. boxes	....	0 22½
Lemon, lb., 7-lb. boxes	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

Supply Of White Beans At $5.85 Expected

Winnipeg.

DRIED VEGETABLES.—White beans are practically unobtainable in Winnipeg, although a local wholesale house advises that they are expecting a supply of Japanese hand-picked beans, which they will be able to sell the retailer at $5.85. Limas are beginning to feel the effect of shortage. It is stated that some jobbers are quoting as low as 16c on Limas, which is a very low figure considering that it costs the jobber 19½c to lay them down in Winnipeg. Some jobbers are quoting Lima beans at 20c. The effect of the high bean market is noticed on pork and beans, which are higher again. Clark's of Montreal announce advances averaging 10% on canned meats and pork and beans. This is atributed not only to scarcity of materials, but also to high cost of tin plate. Other reasons for the advance in pork and beans is the heavy export demand which is tending to send prices up right along.

California Lima Beans—		
80-lb. sacks	0 15	0 20
Peas—		
Split peas, sack, 98 lbs.	7 00	7 50
Whole green peas, bush.	....	5 50
Whole yellow, bushel.	....	3 50

Advance Of A Cent On Rice Announced

Winnipeg

Rice.—Another house put an advance into effect this week on rice, amounting to a cent on all their lines. They state that an advance of two cents was warranted. Some of their quotations now are:

Japan, No. 1, lb.	0 06½
Japan, No. 2, lb.	0 05¾
Siam, lb.	0 05¼
Patna, lb.	0 06¾
Tapioca, lb.	0 09¼
Sago, lb.	0 08

Good Canned Salmon Getting Very Scarce

Winnipeg.

CANNED SALMON.—It begins to look as though inside of two months, or even less than that, most of the good salmon will be out of the hands of Winnipeg jobbers. It is difficult now to secure supplies of lines like Horseshoe and Clover. There have been some lines of Alaska salmon offering, but at high figures.

Advance Announced In Tomatoes And Corn

Winnipeg

CANNED GOODS.—Jobbers state that vegetables are beginning to move fairly well, and there is a tendency now for those who are not inclined to throw away their stocks, to conserve what they have, and make them go as far as possible. One house announces an advance in their quotations this week, which seems to do away with any possibility of cheaper canned goods, which was at one time looked upon as a possibility. The house referred to above has advanced tomatoes 25c per case, and corn 40c per case. Corn is now quoted $3.50 per case of 2's, tomatoes $4.50 per case of 2½'s, and $4.75 per case of 3's.

Potatoes Going Up; Jump In Grapefruit

Winnipeg.

FRUIT AND VEGETABLES.—The tables have certainly turned as regards potatoes. The prices being quoted, while not as high as they were a month ago, are getting near the old level. The demand now appears to be coming from Eastern Canada. Formerly it was coming from the United States, but it fell off. An enormous amount of potatoes had been shipped East during the past two weeks, and some of the produce merchants who ship car lots, are unable to accept business. Prices being quoted to-day for No. 1 white is $2.00 to $2.25. A week ago the price was half a dollar below this. Leaf lettuce is down to 40c per doz. Malaga grapes are off the market. Arkansas strawberries in cases of 24 pts., are down to $5.00 per case—a drop of 50c. Washington rhubarb, which was $2.00 per box, is now $1.25. Grape fruit has jumped to $6.00 per case.

Manitoba, potaoes, bushel	2 00	2 25
Celery, Cal., case	....	8 50

FLOUR AND CEREALS

Flour Is Easier And May Stay So

Montreal.

FLOUR AND FEEDS.—There has been a falling off in the strength of flour quotations of late. Wheat declined, and though there have been rallies since the first decline, the general trend of the market has been weaker, and flour prices have come down. It is felt by some merchants now that flour may have a spell of easier levels and that a bumper crop of wheat in the fall will help maintain these easier levels quite steadily. Future wheat however, has showed a tendency to re-act to strength, and it is in the futures that there is activity at present. Very little change has been noted in cash wheat since last report. The element of speculation has been practically eliminated, and with talk of government fixed prices strength is added to the idea that perhaps wheat has now seen its highest figures. It is known that many large purchasers are now supplied for the present crop year, and there is not any great activity in flour buying, in fact at the recent very high levels only hand to mouth buying was done at all. Experience of the past in regard to crops of wheat suggests that when the winter wheat crop has been small the spring wheat crop has come to the rescue with a big yield. Therefore, and accompanying reports of good seeding progress in the North West, there are opinions inclining towards an easier outlook for flour prices, always, however, given with reservations as to possible counteracting influences unforeseen. Feeds will not re-act as of old to the coming of summer grass. These will be a little lower in price it may be, but not very much, not as much as in former days. Demand still keeps fairly well up, bran alone is noticeably of easier tendency.

	Car lots	Small lots
Manitoba Wheat Flour		
First patents	14 60	14 80
Second patents	14 10	14 30
Strong bakers	13 90	14 10
Winter Wheat Flour—		
Fancy patents	15 00	16 00
90%, in wood	14 00	15 00
90%, in bags	7 00	7 25
Bran, per ton	40 00	42 00
Shorts	46 00	47 00
Special middlings	52 00	53 00
Feed flour	63 00	64 00
Feed oats, per bushel	0 93	0 95

Cereals Still In The Main Firm

Montreal.

CEREALS.—There has been quite a firm tone during the past few days in all the cereals, but the wheat based items in the list have followed flour downwards of late. Hominy is higher, however, one large firm quoting for pearl hominy as high as $6.75 per 98 lbs. bag. Pot barley is also quoted higher going up to $7.25, and split peas are quoted as high as $11.25 per bushel. In some cases however, these could be obtained at $10.00 to $10.10 per bushel. Package rolled oats are still quite disproportionate in price advances as compared to the bulk goods which are in very firm market with mills busy on British orders. Retailers may well encourage sales of packages rolled oats at present as most economical in the opinion of market experts. Oatmeal is firmer this week, and in the cereal foodstuffs generally continuance of firmness may still be expected.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 00	7 25
Buckwheat flour, 98 lbs.	5 25	5 50
Corn flour, 98 lbs.	....	6 00
Cornmeal, yellow, 98 lbs.	5 50	6 00
Graham flour, 98 lbs.	....	7 05
Hominy, grits, 98 lbs.	6 15	6 75
Hominy, pearl, 98 lbs.	6 15	6 75
Oatmeal, standard, 98 lbs.	....	5 25
Oatmeal, granulated, 98 lbs.	....	5 25
Peas, Canadian, boiling, bush.	....	4 25
Split peas	9 50	10 00
Rolled oats, 90-lb. bags	....	4 75
Whole wheat flour, 98 lbs.	....	7 05
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	7 30

Flour Now Down To $14.50 Basis

Further Decline of 90c Per Barrel—Flour Demand Light, With More Corn Flour Being Used

Toronto.

FLOUR.—A further decline of 90c. per barrel was recorded in the price of flour during the week, making the price of Manitoba first patents now $14.50 per barrel on the carload basis. Ontario winter wheat flour also declined during the week to extent of 50c, making the price of high patents now $14.20. This is unusal for Manitoba flour and Ontario flour to have such a small differential but some Ontario milling concerns are inclined to the belief that these two flours will in the future be more nearly on an equal basis than they have been in the past. The demand for Ontario wheat and flour in the markets of the United States is looked upon to have this effect. As to whether the new war duty of 10 per cent. to be levied by the United States on all commodities will apply to wheat and flour there is some doubt at present. The opinion is expressed in certain quarters that there is strong probability that wheat and flour will still be permitted to enter free. In the meantime shipments are being held up pending the settlement of this point by the United States. Cash wheat at Winnipeg held in a steady market during the week. The range was not wider than 3c per bushel, the highest point reached being $2.80. The demand for flour has been light, people evidently are holding off buying.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$14 50	$14 70
Second patents	14 00	14 20
Strong bakers	13 80	14 00
Ontario Winter Wheat Flour—		
High patents	14 20	14 50
Second patents	13 80	14 10

People Starting To Use More Corn Flour

Toronto

CEREALS.—Milling concerns report that there has been a better demand for white corn flour recently for the purpose of mixing with wheat flour, and in this way reducing the price of bread. Prices held steady for corn flour during the week, as did also the market for pearl hominy and hominy grits. Pearl barley was higher in some quarters during the week. The demand for yellow cornmeal has been good during the week, and rolled oats have been moving freely. There is also a heavy demand for split peas from the United States, but the domestic demand for this line is not heavy. Following is the range in quotations:

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	....	7 00
Corn flour, 98 lbs.	....	6 15
Cornmeal, yellow, 98 lbs.	5 00	5 95
Graham flour, 98 lbs.	....	7 00
Hominy grits, 98 lbs.	....	6 15
Hominy, pearl, 98 lbs.	....	6 15
Oatmeal, 98 lbs.	5 20	5 75
Rolled oats, 90-lb. bags	4 65	5 00
Rolled wheat, 100-lb. bbls.	6 75	7 50
Whole wheat flour, 98 lbs.	....	7 00
Wheatlets, 98 lbs.	7 20	8 60
Peas, yellow, split, 98 lbs.	11 00	11 50
Blue peas, lb.	0 10	0 12

Above prices give the range of quotations to the retail trade.

Bran Demand Falling; Shorts Still Heavy

Toronto

MILL FEEDS.—Milling concerns note a material falling off in the amount of bran consumed. With the coming of grass pasture the need for that feed is passing to a large extent. There is however, a continued good demand for shorts for feeding to hogs. Special middlings are also in continued good demand. Shipments of feed from the West are coming forward in good shape. Prices held steady during the week.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$40 00	$42 00
Shorts	46 00	48 00
Special middlings	52 00	54 00
Feed flour	63 00	65 00
Ontario oats, No. 2 (nominal)	0 76	0 78
Manitoba oats, No. 2 (nominal)	....	0 89

Flour On Down Grade; Rolled Oats Down Again

Winnipeg.

FLOUR AND CEREALS.—Price of first patents dropped to $14.50 last week making a total drop of 90c per bbl. from the high point. Decline followed the decline in wheat. Cash wheat is now entirely in the hands of farmers and millers. There is no established price for it, and it is only worth what the millers and others will pay. Wheat is now being sold just like butter and eggs, the farmer has got to find a buyer for it. There is no trading in the Grain Exchange to speak of. It is difficult to predict what is going to happen in the future; many people think we are going to see much cheaper flour. The decline last week was due to demand, millers having got all the wheat they want, and grain buyers not finding a ready market. The trade do not however, expect any radical drop as wheat is worth a pretty high price. Rolled oats. This market has been easier in sympathy with oats and both bulk and rolled are down to $3.75. Oats declined about the same time as wheat. The oat market was stronger at the week-end. Corn meal was selling at $5.25 last week but the price dropped to $5.00 for 98's, $5.25 being an exceptionally high price. Oatmeal is selling at $4.75. Feeds.— The tendency is for easier prices now that the grass is getting green, there will be a gradual decline, governed by supply and demand. Prices now are slightly lower: Bran, $36.00; shorts, $39.00; mixed chop, $52.00. There is very little chop selling at this high figure.

Flour—		
Best patents	....	14 50
Bakers	....	14 00
Clears	....	13 40
XXXX	....	12 40
Cereals—		
Rolled oats, 80's	....	3 75
Rolled oats, pkgs., family size.	....	4 50
Cornmeal, 98's	....	5 00
Oatmeal, 98's	....	5 00
Feeds—		
Bran, per ton	....	36 00
Shorts, per ton	....	39 00
Mixed chop, ton	....	52 00

BRITAIN'S BREAD AND FLOUR REGULATIONS

There has been a good deal of interest in the matter of the British restrictions on the matter of the manufacture of flour and bread. The regulations as set forth by the Food Comptroller, Lord Devonport, are as follows:—

The Flour Order, 1917

The new flour and bread order makes it compulsory on all millers to extract from the wheat not less than 81 per cent. of flour. Admixture with some other substance is compulsory to the extent of an additional 5 per cent. Materials allowed to be mixed are rice, barley, maize, semolina, oats, rye, or beans, and the Food Controller reserves power to add any other cereal. Further admixture to the extent of an additional 10 per cent. is permitted. Mixtures must be made by the millers before selling their flour.

Theorder came into effect as regards millers on March 12, and as regards the vendors of bread on March 26.

The Bread Order, 1917

This order deals with the sale and manufacture of bread, and the effect of it is that bread must be in the shape of a one-piece oven bottom loaf or a tin loaf or a roll, and may not be sold unless it is at least 12 hours old; that no currant, sultana, or milk bread may be sold; and that no sugar may be used in baking bread. Bakers are also prohibited from exchanging new bread for old. Further, it is provided that all bread shall be sold by weight and that the loaves must weigh either 1 pound or an even number of pounds, and loaves not weighing the prescribed amount may be cut up and sold by weight. Rolls must weigh two ounces. At any time within 30 hours of the completion of the baking, bread may be weighed by the Food Controller's officers, who are authorized to weigh bread in shops or in course of delivery by bakers.

WEEKLY GROCER MARKETS

(Continued from page 47).

Cucumbers, box	....	4 50
Carrots, new, lb.	....	0 06
Turnips, old, lb.	....	0 02
Cabbage, Cal., lb.	....	0 12
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 25
Lettuce, leaf, doz.	..	0 40
Imported mushrooms	....	0 90
Parsley, imported, doz.	....	0 60
Peas, green, lb.	....	0 20
Spinach, lb.	....	0 15
Tomatoes, Florida, case	....	6 00
Tomatoes, Mexican, case	....	4 00
Fruits—		
Oranges, navel, case	....	4 00
Lemons	5 00	5 50
Grape Fruit	....	6 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.	....	11 00
Strawberries, Arkansas, case of 24 qts.	....	5 00
Bananas, lb.	....	0 05
Rhubarb, Washington, box	....	1 25
Pineapples, case	....	4 50

Fresh Lake Trout In; Fresh Salmon Still 22c

Winnipeg.

FISH AND POULTRY.—Lake Winnipeg continues to be frozen over, although extremely hot weather prevails in Winnipeg itself. Thus fresh white fish is not obtainable and will not be for a couple of weeks or so. Fresh salmon has not been too plentiful during the past week and price therefore remains at 32. Halibut has been rather scarce too and is still bringing 15c. Fresh Lake Superior trout has just arrived and is selling at 15c. Most fish is fairly plentiful, price remains about same as last week. There is nothing new as regards poultry.

Whitefish	....	0 12
Salmon, frozen	....	0 15
Salmon, fresh	....	0 22
Halibut, fresh	....	0 15
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Mackerel, 20-lb. kits	....	3 00
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	....	1 50
Smelts, extra	....	0 23
Brook trout	....	0 35
Smoked fillets	....	0 17
Sea herring	....	0 07½

RETAILERS' ADVERTISING

Two cents spent on paper and bluing often brings more business than $20 put into other forms of publicity. A sheet or two of white tea paper of quality, a bottle of bluing and a brush can be made a great profit gatherer if you know how to letter. The head of a negro cut from a poster, adorned with a scarlet neck tie, pasted on a large sheet of paper, labeled seven pounds of prunes for $1, tacked on the wall alongside the clock, sold more prunes than the combined sales force of a store doing $6,000 a month. It was odd, novel, expressive, told the story and made customers.

PREFERS THE CANADIAN GROCER

Brandon, Man.

Dear Sir,—There is evidently some misunderstanding in this matter, and I want to say at the start that I do not want to discontinue my subscription to your paper.

They have been sending me the ——, and as I do not want two trade papers, I asked for it to be discontinued, as I much prefer to have the CANADIAN GROCER. Therefore, would ask that you kindly continue to send me same.

Trusting this will put matters straight,

Yours respectfully,

W. J. YOUNG.

A grocer on College Street, Toronto, was recently fined $25 and costs, the charge being that he sold as Malt vinegar, a vinegar which did not come up to the standard for Malt. The case was conducted by H. J. Dager, Dominion Fodd Inspecor.

TEA DUST MOUNTS SKYWARD

The London market of Ceylon tea of the week of April 28, reached a hitherto unheard of figure, tea-dust sold at 1.8¾ per pound. This is about 41½ cents a pound, and this merely for the tea-dust.

May 8th, 1917.

CANADIAN GROCER,

Gestlemen:—

We want to congratulate you on the excellent make up of your annual spring number. You can justly be proud of it and we were glad indeed to have our ad. included. We feel sure that it is going to be read with a great deal of interest by every grocer on your list.

Yours very truly,

STAR EGG CARRIER & MFG. CO.,

J. B. Wallace,

Advertising Mgr.

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 21st.—An easier tendency in the market is shown this week with several reductions. Flour has varied considerably for several days, Ontario being quoted ten cents higher than Manitoba. The net result is a reduction of $1.40 in Manitoba—now $15.50—and a sixty-cent drop in Ontario—now $15.15. Beans are easier, yellow-eyed dropped to $8.75 to $8.80. Sugar dropped off twenty cents. Standard granulated is now $8.55 to $8.60, bright yellow is $8.35 to $8.40, No. 1 yellow $8.15 to $8.20 and Paris lumps $9.75 to $10. Eggs are slightly lower at 33 to 37 cents a dozen, and butter 38 cents to 42 cents per lb. Compound lard is 22¾c., canned apples $3.25 to $3.50. Salmon cohoes are firmer at $9.75 to $9.50. Oregon apples $3.50 to $3.75. California oranges $4 to $4.75. Grape fruit $5.50. The demand for potatoes continues firm with a scant supply offering at the higher price of $7.50. Bermuda onions are easier at $3.25 to $3.50. Florida tomatoes are lower at $4.40. Cucumbers are now offering at $1 to $1.25 a dozen. Fresh pineapples are on the market at $3.50 to $4 a crate.

ST. JOHN, N.B.—		
Flour, No. 1 patents, bbls., Man.	....	15 50
Ontario	....	15 15
Cornmeal, gran., bbls.	....	9 75
Cornmeal, ordinary, bags	....	3 50
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.	....	9 75
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 50
Rice, Siam, cwt.	8 00	8 10
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 55	8 60
Bright yellow	8 35	8 40
No. 1 yellow	8 15	8 20
Paris lumps	9 70	10 00
Cheese, N.B., twins	0 27	0 28
Eggs, new-laid	0 33	0 37
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb	0 40	0 43
Lard, pure, lb.	....	0 29½
Lard, compound	....	0 22¾
American clear pork	53 00	55 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	4 70
Corn, 2s, standard case	....	3 50
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ont., case	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 75	9 50
Salmon, Chums	5 25	5 50
Sardines, domestic, case	....	5 65
Cream tartar	0 51	0 54
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12
Raisins, fancy, lb.	....	0 12¼
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb	0 12½	0 13
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon	0 26	0 27
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables		
Apples, Oregon, box	3 50	3 75
Lemons, Messina, box	4 00	4 50
Lemons, Cal., box	4 00	4 50
Oranges, Cal., box	4 00	4 75
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	....	5 50
Potatoes, bbl.	....	7 50
Onions, Bermudas, 50-lb. crate	3 25	3 50
Tomatoes, Florida, 30-lb. crate.	....	4 40
Cucumbers, doz.	1 00	1 25
Pineapples, per crate	3 50	4 00

CANADA TO HAVE A FOOD CONTROLLER

As the CANADIAN GROCER goes to press, word comes from Ottawa of the probable appointment of a food controller for Canada during the course of this week. It is understood on good authority that this matter will come up for discussion in the Cabinet practically immediately. It is understood, too, that the Ministers are mostly in favor of embodying the duties that may come under this office in the person of one man. It is understood that this official when appointed will act in conjunction with Herbert Hoover, formerly chairman of the Belgian Relief Committee, the man whom Mr. Wilson has chosen to become the food dictator of the United States. Measures are at present before the American Congress to give authority to this appointment. Canada needs no such authority, as it already exists in the wide powers of the War Measures Act. In the recent visit of Sir George Foster to the United States there was a foreshadowing of such unified action between the two countries, and tentative arrangements were, it is understood, made at that time for the effective handling of such a system.

WHEAT AND FLOUR

The question as to whether the solution of the high cost of living is to be found by commandeering or price confiscation in a single branch of business like flour milling, is raised in connection with the suggestion of Mr. Kyte, M.P., that the Government commandeer surplus wheat remaining from last year's crop and have it milled by millers at a reasonable rate of profit. It is estimated that there is a wheat surplus remaining in farmers' hands of from 65,000,000 to 90,000,000 bushels. Mr. Kyte is doubtful if the Government could with advantage purchase this large quantity and find the money to pay for it.

EXPLOSIVES IN THE COFFEE

Some interesting new chemical discoveries in connection with the manufacturing process of coffee are found to double the value of the coffee crop. After forty years of chemical research it has been found possible to manufacture profitable by-products from the coffee berry husk.

One of the by-products known as manita, when properly combined with nitrogen makes an explosive of about the same power as dynamite or fulminate of mercury, and markets at about $10 per kilogram. Dr. Pedro Baptista de Andrade, chemist of Rio de Janeiro has begun the manufacture of the by-products which he discovered, and he proposes to produce 30,000,000 litres of alcohol, 360,000 kilograms of manita, and 36,000 kilograms of cafeine. The latter commands a price of about 10 cents a gram while alcohol is sold for about 12 cents a litre.

Dr. Andrade's process is to treat by distillation processes the coffee berry husk which heretofore has been discarded as useless. The average coffee crop of the state of Sao Paulo, Brazil, in which the new industry is located, is ten million sacks of 132 pounds each, representing a value of more than $80,000,000. This value is in coffee without the by-products which are expected to double the coffee value.

FRUIT IMPORTS INTO UNITED KINGDOM RESTRICTED

The Governor-General has received a cable from the Right Hon. the Secretary of State for the Colonies stating that a general import license will be issued by the British authorities permitting the importation of dried fruit produced in the British Dominions, and that licenses will be issued to import fruit canned, bottled or preserved up to 50 per cent. of the imports of 1916.

In all cases the British importer is required to make application to the Controller of Import Restrictions, 22 Carlisle Place, Westminster, London S.W.

GOVERNMENT SAYS "PREFER BEANS TO POTATOES"

The Agricultural Department at Ottawa states that at the present prices for seed potatoes this product does not give sufficient food value and housekeepers could, therefore, well eliminate the potato and turn to more economic foods. This plan would leave much more seed to be planted for the much-needed crop. In the scarcity of potatoes it would be well for the planters to turn to the question of beans. The same money required to plant an acre of potatoes will plant ten acres of beans, and there is a strong demand at good prices for them.

MANITOBA BUTTER EXPORTS

The Manitoba Provincial Department of Agriculture has announced that during the past twelve months Manitoba has exported 81 carloads of butter—practically two million pounds—at an average value of $19,000 per carload, bringing in a total revenue to Manitoba farmers amounting to $729,000.

It is stated that this is a great change from the year 1912, in the winter of which the province imported 50 carloads. There is a very slight falling off in the consumption of butter in the province, but the bulk of the butter export represents increased production.

THE BEST YET

Hamilton, Ont., May 15, 1917.

Editor CANADIAN GROCER, Toronto:

Dear Sir,—I have been much impressed in looking over your Spring Number with the many helpful suggestions for the retailer. Think this is you best effort in Specials. Your advertisers, I am sure, will be pleased at the handsome manner in which the setting up and printing appeals to the reader.

Yours sincerely,

JOHN O. CARPENTER.

15c



15c

The Best 15c Hand Cleaner

On The Market To-day

TOP NOTCH
Costs You
$3.80 per box
of 3 dozen tins—5 boxes freight paid

TOP NOTCH
Brings You
$5.40 per box
or 30% on the selling price.

If your wholesaler should not have TOP NOTCH, write us—we'll see that your order is filled promptly.

THE BEMIS COMPANY

807-808 SHAUGHNESSY BUILDING - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

PRODUCE AND PROVISIONS

Hogs Keep High; Products Firmer

Montreal.

PROVISIONS.—For the current week the market in provisions has maintained prices at the firm levels quoted last week, and there have been advances in both pure lard and in shortening. The situation at present is free from any special market altering factor, only the prevailing tendency to greater strength being constantly noted. Reason for the advance in lard is the steady advance in the market for hogs at this time, live hogs having been quoted during the week as high as $19.50 per hundred pounds, and ranging from $18.00 per hundred up according to quality. Supplies are coming in but slowly and irregularly just now, but better supplies will be expected in June or perhaps even just at the end of the present month. Dressed hogs were quoted as high as $25.00 during the week. Cottonseed oil is still very firm, and consequently shortening again shows advances.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 32	0 34
Boneless, per lb.	0 34	0 35
Bacon—		
Breakfast, per lb.	0 32	0 33
Roll, per lb.	0 26	0 27
Dry Salt Meats—		
oLng clear bacon, ton lots	0 24	0 25
Long clear bacon, small lots	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	....	0 42
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 36½	0 37½
Shoulders, roast, per lb.	0 37	0 37½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 29
Shortening—		
Tierces, 400 lbs., per lb.	0 22¼	0 22½
Tubs, 50 lbs.	0 22½	0 23¼
Pails, 20 lbs., per lb.	0 23¼	0 23½
Bricks, 1 lb., per lb.	0 23½	0 23¾

Ducklings And Broilers Soon

Montreal.

POULTRY.—There has been a better demand for storage poultry during the current week, in fact considerably better according to merchants in a large way of business. It appears that people are more fully realizing now that poultry at present prices is cheaper food as compared to beef and pork products. There are a few old hens now starting to come on to the market, and these are selling around 28 to 30 cents live weight. Indications point now to the probability that ducklings, and broilers will be coming forward, and may be expected on the market in about two weeks' time.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	....	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	25
Turkeys (old toms, dressed, lb.	....	0 32
Turkeys (young)	....	0 33

Egg Prices In The Country Prohibitive

Montreal.

EGGS.—Prices for eggs in country trading during the past week or ten days reached such high levels that practically all the Montreal dealers have decided to buy Chicago current receipts which cost them 33 to 34 cents per dozen or a shade over 40 cents per dozen duty paid, and free cases Montreal. This compares favorably with prices asked for Canadian eggs in the country where the impression is that farmers are becoming greater egg consumers than formerly. Some firms in Montreal have as many as five or six cars of Chicago eggs arriving, and these eggs are of course taking the place of Canadian eggs. There are also several cars of eggs on their way from the West via Winnipeg. These Western eggs are costing the dealers 37 to 38 cents per doz. f.o.b. Some dealers are so far supplied with eggs that they are limiting buyers to 38 or 39 cents per dozen to store. Some space for export is found to be available for the next two weeks, but the English market is decidedly easier, being over supplied with Irish and English home produced eggs so that at present exporters are unable to send any eggs over there for sale at a profit.

Eggs—		
New laid	0 13	0 14

Cheese Still Quiet, But Coming Firmer

Montreal.

CHEESE.—With the effects of the recent period of inactivity still wearing off, the market for cheese is rather sluggish, but more business has of late been done, and prices in the country have been trending to from 2 to 3 cents per pound higher than last year's quotations at this time. The uncertainty as to export space continues, and while the factories are actively handling the daily increasing offerings of milk, the question of export is still indefinite. That cheese prices would be higher were this more clear is fairly certain. There is talk of higher priced milk before long, and this will affect the cheese market beyond doubt. Prices to the retailer are this week unaltered from last week's quotations.

Cheese—		
Large (new), per lb.	0 26	0 26½
New twins, per lb.	0 26	0 26½
Triplets, per lb.	....	0 26½
Stilton, per lb.	....	0 29
Fancy, old cheese, per lb.	....	0 32

Butter Coming Into A Steadier Market

Montreal.

BUTTER.—After some irregularity the market for butter in the country is coming back to steadiness with new grass butter coming forward almost daily in greater supply. Prices in the country have been varying here and there as quality has varied but in the main the supplies offered have only about met demand, and this has held butter prices towards firmness in spite of the tendency of the season to rather easier levels. Grocers have been paying as high as 43 to 43½ cents for Eastern Township butter lately, and in general the quotations for butter to the retailer as made last week maintain this week. More Western butter is expected on the market here during this season, mostly pasteurized, and of good quality to sell at prices which will meet the general market for Quebec produced butter. Fresh Western dairy butter has been sold recently in Montreal at 36½ cents.

Butter—		
Creamery prints (fresh made)	0 44	0 44½
Creamery solids (fresh made)	0 43	0 44
Dairy prints, choice, lb.	0 37	0 38
Dairy, in tubs	0 33	0 34
Bakers	0 30	0 31

Maple Sugar, Syrup And Honey Steady

Montreal.

HONEY AND MAPLE.—Demand for both maple products and for honey is normal, with the activity of course entirely in maple at present. Good quantities of sugar have been disposed of, and there has been quite a marked demand from the United States for maple sugar this season. The producers have held out for higher figures this year and have succeeded in obtaining their price in many instances. Production in some districts was behind owing to snow, but the average is said to be normal as the season was carried on later than usual. Prices to the retailer remain unaltered this week.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins	....	0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 131 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.	0 14	0 15



"Pure and Uncolored"

Now that a recent ruling of the Government prohibits the use of coloring in sugars, some of your customers will be sure to ask you when they are buying sugar—

"Is this sugar dyed or colored?"

"No, madam," you can answer, "LANTIC PURE CANE SUGARS have no artificial coloring whatever. Their purity makes coloring unnecessary."

We believe that the best trade stands solidly behind every manufacturer who incurs the extra expense necessary to produce a thoroughly wholesome and cleanly product and that the grocers of Canada share our pride in the fact that LANTIC PURE CANE GRANULATED SUGAR needs no coloring matter and that LANTIC PURE CANE YELLOWS are attractive enough to sell readily in their natural shade.

Atlantic Sugar Refineries, Limited

Power Building, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Pure Lard is Again Higher

Live Hogs Held in Steady Market at High Prices—Meats Moving Freely

Toronto

PROVISIONS.—There was a firm tendency in pure lard during the week, and prices were quoted ½c per pound up. Demand for lard has been good even in the face of the hight prices. Compound lard or shortening held firm during the week, with the strong probability that higher prices will prevail. Demand for the latter has not been brisk, high prices operating to curtail inquiry to a certain extent. Live hogs were in steady market at the prices quoted last week. Meats have been in a steadily firm market during the week with a free movement, stocks being light and inquiry good for any supplies that are available in the market. Hams, backs, and bacon showed increase of ½c to 1c per pound. Boiled and roast hams also showed an upward tendency to the same extent.

Hams—		
Medium, per lb.	0 29½	0 33
Large, per lb.	0 25½	0 28½
Backs—		
Plain	0 35	0 37½
Boneless, per lb.	0 37½	0 39½
Bacon—		
Breakfast, per lb.	0 32	0 40
Roll, per lb.	0 27½	0 29½
Wiltshire bacon, per lb.	0 31	0 34
Dry Salt Meats—		
Long clear bacon	0 25	0 26½
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 42½
Hams, roast, per lb.	0 42	0 45
Shoulders, roast, per lb.	0 37½	0 41
Barrel Pork—		
Mess pork, bbl., 200 lbs.	46 00	48 00
Short cut backs, bbl., 200 lbs.	....	50 00
Pickled rolls, bbl., 200 lbs.	....	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 27¼	0 27¾
Compound tierces, 400 lbs., lb.	0 22¼	0 22¾

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—		
Dressed, abattoir killed	23 50	25 50
Live, off cars	....	17 25
Live, fed and watered	..	17 00
Live, f.o.b.	....	....

Dairy Butter Goes Up 1c Pound In Week

Toronto

BUTTER.—Supplies of dairy butter reaching the local market during the week were somewhat meagre. Although conditions have been conducive to growth of grass during the week, as yet the supplies of grass butter have not been materially increased. Creamery solids were 1c up during the week, and choice dairy prints were also firmer by the same amount. The lower prices at which cheese is selling at the boards will in all probability have a tendency to turn more milk into butter-making, as good prices are being paid for that commodity. There has been a fairly good demand for butter.

Creamery prints, fresh made	0 44	0 45
Creamery solids	0 42	0 43
Dairy prints, choice, lb.	0 39	0 42
Dairy prints, lb.	0 36	0 37½
Bakers	0 28	0 35

Cheese Prices Were Easier During Week

Toronto

CHEESE.—The unsettled condition that has been noted in the cheese market for several weeks past has worked out toward slightly lower prices during the week. At the cheese boards sales were made from 2c to 3c down over the recent highest quotations. There was a bearish tendency manifested in the buying at the boards, as numerous offers were made around 20c, but in nearly every case were refused. Sales, however, were made around 23c per pound. There is a feeling still existent that the new purchasing commission will name a lower price on cheese than those that have prevailed within recent weeks. This would have the tendency of driving prices down. New cheese is consequently quoted 1½c down. Old cheese is about cleaned up, as is also the old Stilton.

Cheese—		
New, large	0 26	0 27½
Old, large	0 28½	0 29
Stilton	0 28½	0 30

American Eggs Still Supplying Ontario

Toronto

EGGS.—An unusual condition has developed in the egg situation this spring, in that it has been an unheard-of thing for American eggs to come into this market at this time of the year when production in Ontario should be somewhere near its highest point. There is still a dearth of supplies from Ontario points, with the result that prices in the country have held at fairly high levels, and commission men have found it advantageous to go into the Chicago market for supplies. Several cars of eggs from the Chicago district reached the local market during the week. Some of these are being placed in storage by local commission houses. Prices advanced from 3c to 4c per dozen during the week, the range for eggs in cartons being from 46c to 47c.

Eggs		
New laid, cartons	0 46	0 47
New laid, ex-cartons	0 41½	0 44

Stocks Of Frozen Poultry Getting Low

Toronto

POULTRY.—Poultry dealers state the demand for frozen poultry has been good within recent weeks, and in consequence stocks are getting low. There have been small arrivals of spring broilers during the week, and with the coming of favorable spring weather it is expected the number that find their way to the market will rapidly increase. Live poultry is reaching the market in small numbers, but is being taken up quickly by a certain section of the community when available. Prices in poultry remain unchanged during the week.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 22	0 25
Hens, fresh, dressed, per lb	0 20	0 24
Turkey gobblers, dressed, fresh		0 24
Spring chickens, live, lb		0 45

Prices are those paid at Toronto by commission men

Maple Syrup Going Into Consumption Well

Toronto

MAPLE SYRUP, HONEY.—There has been a good consumption of maple syrup within the past few weeks, and stocks are consequently dwindling. Arrivals from the producing centres in Quebec have not been as heavy during the week, as deliveries are about all made. It is expected, however, some shipments will come forward from time to time. The supplies from the Quebec maple groves have been as heavy as in normal years. Honey is about all cleaned up, and prices are in a firm position.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	1 75	1 90

Hogs Make New Record; More Advances In Lard

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market made a record last week, being quoted at $16.25. Receipts were fairly liberal and packers are anticipating light runs next month. Further advances have been registered in both lard and shortening, the lard having advanced ½c, to 26¾c tierces, shortening advanced ¾c to a basis of 20¼c tierces. Provision prices are firm but no changes took place last week. Eggs—Receipts have been light for the week ending May 19th, and price rose slightly higher, although with such high temperatures, resulting in March shrinkage it is conceded that lower prices must prevail. Butter—Demand for sweet cream to be used for making ice cream was large last week, and with small deliveries of cream, the butter market remained firm.

Hams—		
Light, lb.	0 30	....
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 32	0 38
Breakfast, select, lb.	0 38	0 39
Backs, regular	....	0 31
Backs, select, per lb.	....	0 33
Dry Salt Meats—		
Long clear bacon, light	0 24½	....
Backs	0 25½	....
Barrelled Pork—		
Mess pork, bbl.	....	45 00
Lard, Pure—		
Tierces	....	0 26¾
20s	....	5 55
Cases, 5s	....	16 25
Cases, 3s	....	16 35
Lard, Compound—		
Tierces	....	$ 20¼
Tubs, 50s, net	....	10 25
Pails, 20s, net	....	4 25
Butter—		
Fresh made creamery, No. 1 cartons	....	0 43
Fresh made creamery, No. 2	....	0 42
Fresh Eggs—		
New laids	....	0 40
Cheese—		
Ontario, large Sept.	29 00	30 00
Ontario large fresh	0 28	....
Manitoba, large, fresh	0 27½	0 28



Sausage

in Cartons

One of the Armour Group That is Exceedingly Popular

Just try this line in your next display, Mr. Grocer. See for yourself how well **Armour's Devonshire Farm Style Sausage** fits in with the housewife's requirements.

It's delicious in the extreme—ideal for breakfast, luncheon or supper. Put up in convenient one-pound cartons (meat or links).

Made in Canada

by Canadians for Canadians

Keep your shelves well stocked with products bearing the famous Armour Oval Label. It's a hall-mark of quality and real value for the money.

A big collection of store signs and advertising material is at your service. Ask the Armour Salesman, or write us direct.

Armour's QUALITY PRODUCTS

ARMOUR AND COMPANY

HAMILTON, ONTARIO, CANADA

1603

Del Monte

BRAND EXTRA QUALITY

California's finest canned fruits and vegetables are packed under the DEL MONTE brand.

Handled everywhere by leading grocers who cater to the taste of people who want the best.

Wholesale distributers in every territory.

CALIFORNIA PACKING CORPORATION

SAN FRANCISCO, CALIFORNIA



If any advertisement interests you, tear it out now and place with letters to be answered.



Make a Window Display of

"KEYSTONE" Household Brushes

Educate your customers to buy the best quality brushes. Talk about the bristles that won't come out -- the bristles that stand up under hard use and won't spread. Talk of the extra long service Keystone Brushes give. There's money in it for you.

For prices, etc., write

STEVENS-HEPNER CO.
LIMITED
Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

Bowes
YOUR SECURITY OF PURITY



The Seller of the Season

The grocer who sells Bowes Pure Maple Syrup is assured of quick, constant and most satisfactory profits.

The demand is there—you simply have to meet it.

THE BOWES COMPANY, LTD.
TORONTO,
Winnipeg,
St. John, N.B.

Write us for samples of

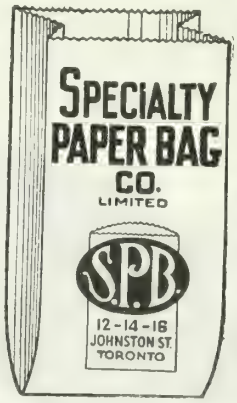
S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confectionery Bags
Spice Bags
Peanut Bags
Jelly Bags
Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.
Department G
WRIGLEY BLDG., CARLAW AVE., TORONTO, CAN.

A neat little seller for your window and counter displays

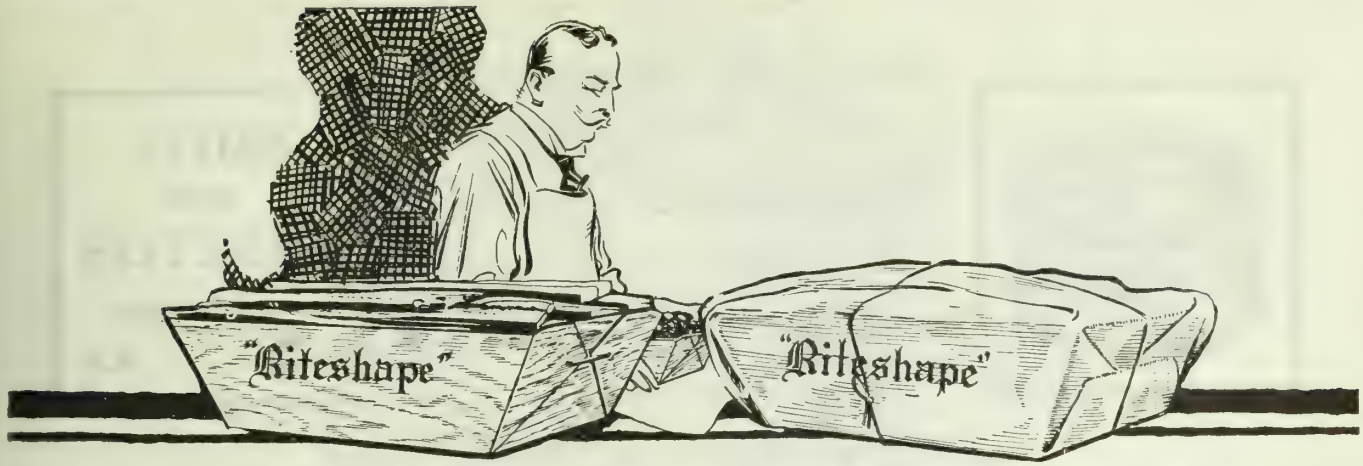


The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



PUT OUT YOUR GOODS IN THE "Riteshape"

More than ever economy is the watchword.

Economy in buying actuated the housewife.

Economy in packaging must be the policy of the wise grocer and butcher.

This great public trend indicates unmistakeably the use of the famous "Riteshape" dish.

Suppose you have an order for several small items. Put them all into ONE "Riteshape" dish. Save paper, twine, wrapping cost.

The "Riteshape" gives you a dish from one half to ten pounds. You can find a "Riteshape" to fit any single item or any several items.

The combination "Riteshape" package is a great favorite with food dealers in these days of intense economy.

The sliced meat, the head lettuce, the piece of cheese, the pickles, green vegetables all go into the same big "Riteshape" and get to the home in dandy condition and under low cost conditions.

The "Riteshape" dish has many uses in the home after the food has been taken from it. It saves china for the storing of food in ice box and pantry, it becomes a handy soap dish, it is used in innumerable ways by the thrifty housewife. It is the only dish strong enough to be of such use after it has served its primary purpose of carrying the food from the store to the home.

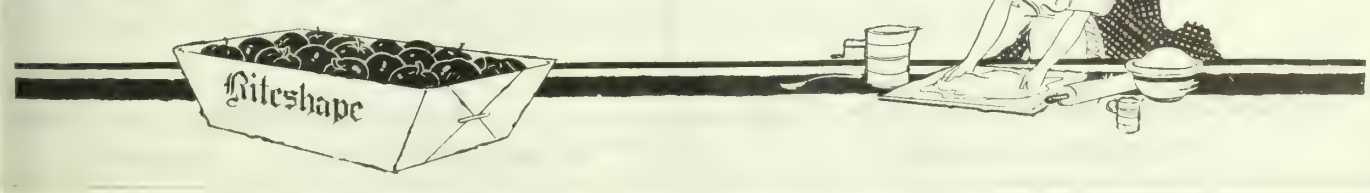
Get "Riteshapes" from practically all good Canada jobbers.



Victoria Paper & Twine Company, Limited

TORONTO **MONTREAL**

The Oval Wood Dish Company, Manufacturers, Delta, Ohio, U.S.A.



If any advertisement interests you, tear it out now and place with letters to be answered.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Protect your dollars and cents!

$3.25 invested in

The Tucker Alarm Till

means greater security for your cash. Combination under-drawer rings bell if wrong keys are used.

Delivered to any point in Ontario for $4.00. Money back if not satisfactory.



The Benson-Johnson Co., Limited

Expert Office Outfitters HAMILTON

WASTE PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

Made in 12 sizes, $22.50 up.

Bale your waste paper, cardboard, etc., it's worth far more per ton than coal, besides it helps to keep down the price of new paper.

Write for Catalog and Prices.

CLIMAX BALER CO.

Burton St., Hamilton, Ont.

CHAMBERLAIN'S TABLETS

Widely Advertised Quick Selling Profitable

From your jobber or direct for $2.00 per dozen. To show them is to sell them. Advertising matter sent on request.

Chamberlain Medicine Co., Ltd.

TORONTO, ONTARIO



Get good profits by selling Bodley's Cakes

Bodley's Cakes are tip-top sellers because they've got the quality that satisfies the most hard-to-please.

Bodley's Fruit Cake supplied in 5 and 6-lb. slabs to retail at 25c, 30c, 35c and 40c. Shipped to all points.

Bodley's Overseas Cake is ideal for the lad at the front. There's a big demand. Get a few trial boxes.

C. J. Bodley

95 ONTARIO STREET TORONTO



You can link up your store with us no matter where it is located

Our branch houses are located all through the West in all the larger cities, enabling us to cover the requirements of the trade satisfactorily and promptly.

And our goods are always superior. *"ROYAL SHIELD BRAND OF GOODS"* has come to signify all that is best in Teas, Coffees, Jelly Powder and Baking Powder, etc.

Pick out the branch house nearest your store from the list given below, then drop a card to that address. You'll like our service. Your customers will like our goods.

Campbell Bros. and Wilson, Limited

WINNIPEG, CANADA

BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer. Campbell, Wilson & Millar, Ltd.—Saskatoon. Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current,

If any advertisement interests you, tear it out now and place with letters to be answered.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



Note the name and the package.

You will stock this line some time. Why not now?

Manufactured by
THE B & L MFG., CO. Ltd. - SHERBROOKE.

Furnivall's FINE FRUIT PURE JAM

The occasional customer with a distaste for manufactured jams, or those with a preference for the purity of home preserves, find unusual pleasure and satisfaction in Furnivall's—the pure essence of choice, fresh fruits, preserved under the most sanitary conditions.

Are you selling it?

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon** — Mowat & McGeachy. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

FURNIVALL-NEW, Limited
Hamilton, Canada

Flash Tapioca

As a 2 for 25 cent seller is your opportunity to increase sales. At 13 cents FLASH TAPIOCA sells 5 to 10 cents lower than other lines, yet it is without superior in quality. It is composed of nothing but the finest granulated tapioca.

"Salted Nut Sellers"

XMAS BRAND

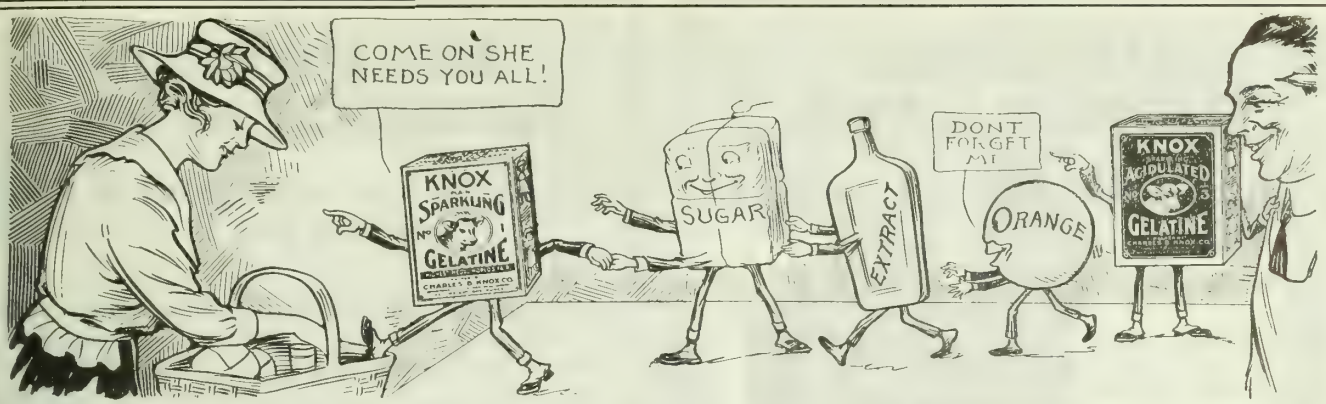
New Kind—Golden Meated
SALTED PEANUTS and ALMONDS

Hand-Cleaned and Prepared in PURE OLIVE OIL. **QUALITY** (FIRST LAST ALWAYS)

BIGGER SALES, BIGGER PROFITS and CUSTOMER SATISFACTION

Packed in Canada by

WALTER CHRISTMAS CO., LIMITED
13 St. Peter St. - - Montreal



You Sell All These Articles When You Sell Knox Sparkling Gelatine

On account of **Knox Sparkling Gelatine** being **unflavored,** the grocer gets the sale of the flavoring that is used with it—fruit, extracts, nuts, canned tongue or chicken, etc., and besides making these other sales for you it

PAYS YOU A GOOD PROFIT ON EVERY PACKAGE AT THE RETAIL PRICE OF 20 CENTS

It's a fair price to the customer—each package makes four pints of jelly—pure, wholesome jelly at 5 cents a pint.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

BRANCH FACTORY: MONTREAL, CANADA

Have you tried

WETHEY'S ORANGE MARMALADE?

It has made a hit.



We know you can sell Williamson's Lightning Healing Powder

Hence we wish to ship you a trial shipment of this farmers' and horse owners' friend. *Don't send any money.* We'll send you one dozen in Display Box like cut, free of charge, express prepaid. Remittances to be made when goods are sold.

Don't miss this chance. Every sale gives you a satisfied customer and you make a profit of $2 per doz.

Harness dealers should order from jobber.

The Williamson Mfg. Co.
Guelph, Ont.

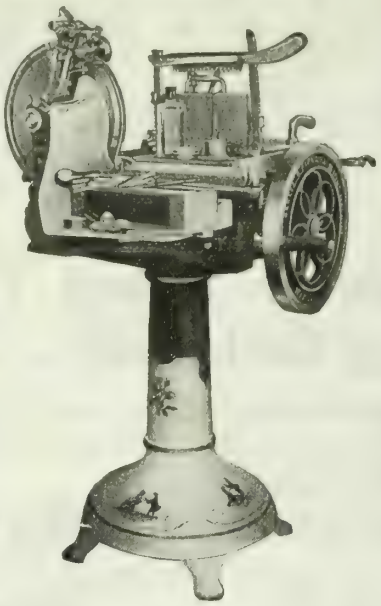
If any advertisement interests you, tear it out now and place with letters to be answered.

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

Bacon

"Star" Brand English Breakfast Bacon as sent out by us is the result of over sixty years of experience in the Curing of Good Bacon. It has no superior for delicious quality. Just try it yourself and you will be able to tell your customers so.

Made under Government Inspection.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0.95	$0.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.
JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2.40
Currant, Black	2.50
Plum	2.30
Pear	2.30
Peach	2.30
Raspberry, Red	2.50
Raspberry and Red Currant	2.40

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

	Per doz
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.	
2-lb. tins, 2 doz. case	$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, ½ doz. in case	4.40
20-lb tins, ¼ doz. in case	4.25
Perfect seal glass jars in the case	3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 80c. or with Sauce, 4 doz. to case	$0.90
1's Baked Beans, Plain, 4 doz. to case	.95
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.15
1's Baked Beans, Chili Sauce, 4 doz. to case	1.15
2's Baked Beans, Plain, 2 doz. to case	1.60
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1.85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $2.45 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, $3 doz.; 3's, Chili Sauce, $3 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1.60
12-oz. Glass, Screw Top, 2 doz. in case	1.80
16-oz. Glass, Screw Top, 2 doz. in case	2.30
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 30
2's Tin, 2 doz. per case	3.20
4's Tin, 12 pails in crate, per pail	.59
5's Tin, 8 pails in crate, per pail	.75
7's Tin or Wood, 6 pails in crate	.94
14's Tin or Wood, 4 pails in only, per lb.	.13½
30's Tin or Wood, one pail crate, per lb.	13½

BLUE

Keen's Oxford, per lb	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS
WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36

"It's all Right"



How is your stock of COMFORT LYE?



Equal in strength to any on the Canadian market. It is 100% pure and there can be no better.

Order now for the Spring cleaning demand. Order direct or through your Jobber.

$3.85
per case of 48 cans. Freight prepaid on 3-case lots and up.

$3.75
per case in 5-case lots. This price allows the retailer an exceptionally good profit.

Pugsley, Dingman & Co., Limited
TORONTO



We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.



It pays to feature the steady seller

No use in handling goods of passing demand. Filling your shelves with foods that drag on and on is a poor way to make a fair profit.

Get BRUNSWICK BRAND SEA FOODS into your stock and *know* the good profit of a steady, increasing demand.

Brunswick Brand Fish are gathered only from the choicest feeding grounds in the Atlantic. Their wholesomeness receives an added goodness under the care of the Brunswick sanitary method.

Stock up from the following:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.



Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate -	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12 lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ...
No. 16 Jar ...
No. 4 Jar ...
No. 10 Can ...

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can.....
No. 10 Can ...
Picnic Can ...

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 90
Jersey Brand, Hotel, each 24 cans	5 90
Peerless Brand, Hotel, each 24 cans	5 90
St. Charles Brand, Tall, each 48 cans	6 00
Jersey Brand, Tall, each 48 cans	6 00
Peerless Brand, Tall, each 48 cans	6 00
St. Charles Brand, Family, each 48 cans	5 25
Jersey Brand, Family, each 48 cans	5 25
Peerless Brand, Family, each 48 cans	5 25
St. Charles Brand, small, each 48 cans	2 50
Jersey Brand, small, each 48 cans	2 5
Peerless Brand, small, each 48 cans	2 5

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 0
Reindeer Brand, "Small," each 48 cans	5 0
Regal Brand, each 24 cans	5 2
Cocoa, Reindeer Branch, each 24 cans	5 0

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 3
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 3

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 2
1 lb. tins, 2 doz. to case, weight 35 lbs.	0

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0
1 lb. tins, 2 doz. to case, weight 35 lbs.	0
2 lb. tins, 1 doz. to case, weight 40 lbs.	0

PRESENTATION COFFEE

A Handsome Tumbler in Each Ti
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb. 0

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1
2 oz. bottles, per doz., weight 4 lbs.	2
2½ oz. bottles, per doz., wght. 6 lbs.	2
4 oz. bottles, per doz., weight 7 lbs.	3
8 oz. bottles, per doz., weight 14 lbs.	6
16 oz. bottles, per doz., weight 23 lbs.	12
32 oz. bottles, per doz., weight 40 lbs.	22
Bulk, per gallon, weight 16 lbs.	10

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1

W. CLARK, LIMITED MONTREAL

Compressed Corn Beef, ½s, $2. 1s, $3.50; 2s, *$9; 6s, $34 14s, $68.00.

Roast Beef, ½s, $2.75; 1s, $3. 2s, *$9; 6s, $34.75.

Boiled Beef, 1s, $3.50; 2s, $9; $34.75.

Jellied Veal, ½s, $2.75 1s, $3. 2s, $7.

Corned Beef Hash, ½s, $2.

Beefsteak and Onions, ½s, $2. 1s, $3.50; 2s, $9.00.

ROYAL BAKING POWDER

ABSOLUTELY PURE

Advertising that has encircled the globe for generations has taught women everywhere that ROYAL BAKING POWDER is absolutely pure.

Wherever there is a grocery store there are also many women who will buy ROYAL BAKING POWDER more often and use it with more satisfaction than any other brand.

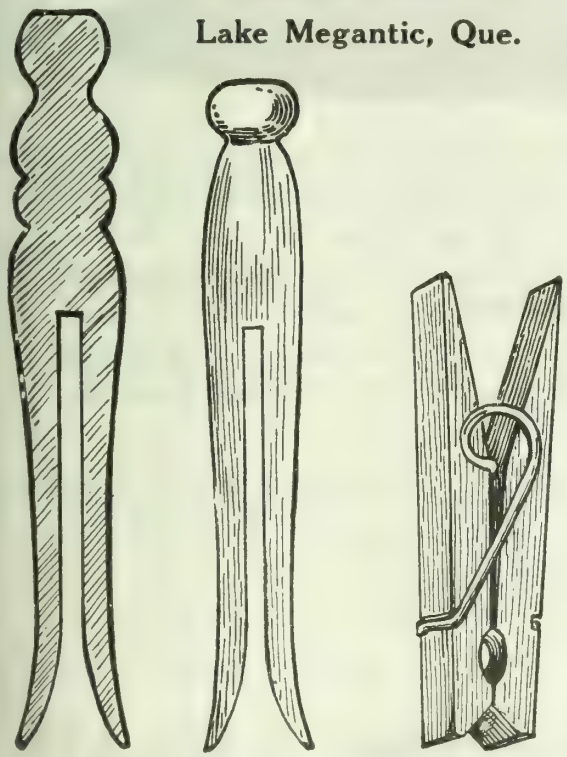
Contains No Alum



ROYAL BAKING POWDER CO.
NEW YORK



The Megantic Broom Mfg., Co., Ltd.
Manufacturers of Brooms and Clothes Pins
Lake Megantic, Que.



Write to us when in need of Clothes Pins.

Harris Built Up An $85,000 GROCERY BUSINESS On Eggs-



How? Simple enough. He established a reputation in his town for handling nothing but "strictly fresh" graded eggs, used them as a leader and drew hundreds of new customers into his store.

But that wasn't all. He guaranteed the safe arrival of all egg orders in the home by delivering them in

Star Egg Carriers and Trays

We could tell you of hundreds of similar instances — better still, we can show you how you yourself can accomplish a proportionate increase in your own business.

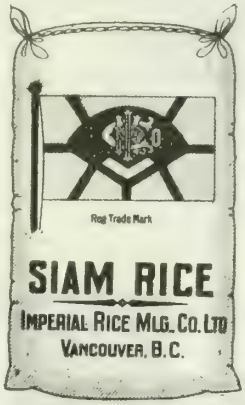
Write us to-day for copy of our booklet No. 210. It will give you some pointers on egg handling which you, no doubt, have never even thought of.

STAR EGG CARRIER & TRAY MFG. CO.
1620 *Jay Street* *ROCHESTER, N. Y.*

If any advertisement interests you, tear it out now and place with letters to be answered.

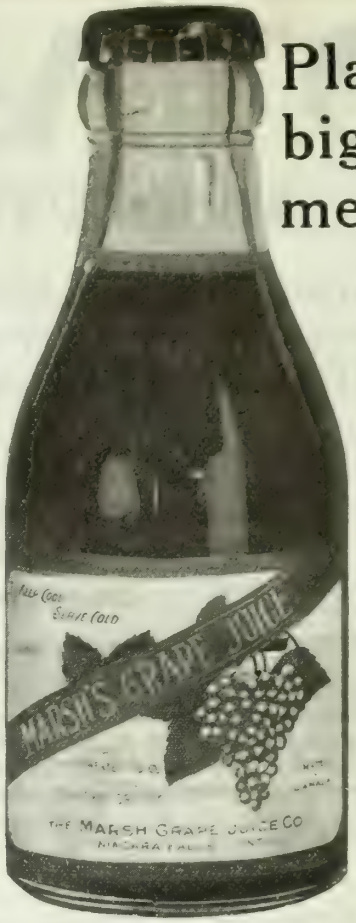
Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.



Plan to get bigger summer sales

A stock of Marsh's Grape Juice—that pure, delicious Concord Product—will enable you to satisfy the demand for a real, good, wholesome temperance drink.

Keep Marsh's well to the front and your profits will appreciably increase.

The Marsh Grape Juice Company
Niagara Falls - Ontario

The MacLaren Imperial Cheese Co., Limited
Ontario Agents



"Orlandos" make a good foundation for a thriving tobacco department

Grocers who plan to develop a profitable tobacco trade (and every aggressive grocer should so plan) will find no better selling line to feature than our **ORLANDO** (Invincible), the popular three-for-a-quarter cigar that is giving big satisfaction to lovers of the weed everywhere.

Every sale you make will pull you many others. "Repeats" are the rule with Orlandos. And the profits are worth considering. Get your stocks in order now.

W. R. Webster & Co., Ltd.
SHERBROOKE, QUEBEC

STRAWBERRIES

Arriving fine quality and prices lower.

BANANAS

California Navel Oranges

Florida Tomatoes

All big sellers just now.

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

Fresh Fish

We handle in our Fish Department every day in the year a most complete assortment of

Sea, Lake and River
FISH

Completely equipped cold storage on premises.

WHITE & CO., LIMITED
TORONTO

Phone Main 6568

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits Cranberries, etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the

NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO

Ask Us For

Wrapping Papers

10,000 Rolls and Reams

and

Twines

Very large assortment.

Walter Woods & Co.

Hamilton and Winnipeg

INDEX TO ADVERTISERS

A

Ackerman, H. W. 16
Anchor Cap & Closure Corp. 10
Appleford Counter & Check Book Co. ..... Back cover
Atlantic Sugar Refineries, Ltd. 53
Armour & Co. 55
American Computing Co.... 5

B

Babbitt's Cleanser 3
Bain, Donald H., Co. 15
Beauchamp, J. E. 17
Bemis & Co. 51
Benedict, F. L. 72
Benson, Johnson Co. 58
Betts & Co...Inside front cover
Bird & Son, A. 22
Bodley, C. J. 58
Borden Milk Co. 1
Bowes Co., Ltd. 56
Bowser, S. F., & Co., Inc..... 5
B. & L. Manfg. Co., Ltd..... 60
Bradstreets 16

C

California Packing Corpn... 55
Campbell Bros. & Wilson.. 59
Cane, Wm., & Sons 70
Canadian Milk Products Ltd. 72
Canadian Shredded Wheat Co. 21
Chamberlain Medicine Co.. 58
Channell Chemical Co. ..... Inside front cover
Christmas, Walter, Co., Ltd. 60
Clark, W., Ltd. 7
Climax Baler Co. 58
Cockburn, F. D. 15
Connors Bros. 64
Commercial Underwriters .. 72

D

Denault Grain & Prov. Co.. 17
Direct Supply Assoc..... 72
Dominion Salt Co. 71

E

Eckhardt, H. P., & Co..... 67
Elliot, W. F. 16
Eno, J. C., Ltd. 4
Escott, W. H., Co. 15
Eureka Refrigerator Co..... 21

F

Fairbank, N. K., Co., Ltd... 20
Fearman, F. W., Co. 62
Freeman, The W. A., Co.... 62
Furnivall-New, Ltd. 60

G

Genesee Pure Food Co. 10
Gillespie, Robert, & Co....13, 15
Grant, C. H. 15
Griffin & Skelley 8

H

Hamilton Stamp & Stencil Works, Ltd. 9
Hamblin-Brereton Co., Ltd.. 16
Hargreaves, Canada, Ltd. .. 13
Harper Presnail Cigar Co., Ltd. 19
Holcomb & Hoke 13
Horne, Harry, Co. 16
Hop Malt Co. 17

I

Imperial Rice Milling Co... 66

J

Japan Tea Co. 12
Jarvis, F. S., & Co..... 10

K

Kearney Bros. 19
Knox Co., Chas. B. 61

L

Lambe, W. G. A., & Co..... 16
Lemon Bros. 69
Lever Bros. 63
Lalonde, A. 16

M

Magor, Son & Co., Ltd..... 22
Malcolm Condensing Co.... 71
Mann, C. A., & Co..... 72
Marsh Grape Juice Co..... 66
MacLure & Langley, Ltd... 16
McLellan Imports 71
McCabe, J. J. 69
McWilliams & Everist 69
Megantic Broom Mfg. Co., Ltd. 65
Millman, W. H., & Sons.... 16

N

National Cash Register Co. of Canada, Ltd. 18
National Licorice Co. ..... Inside back cover

O

Oakeys 72
Ontario Grape Growing & Wine Mfg. Co. 68
O-Pee-Chee Gum Co., Ltd... 6
Oury, Millar & Co..... 10
Oval Wood Dish Co..... 57

P

Patrick, W. G., & Co..... 11
Perry, H. L., & Co..... 15
Pennock, H. P., & Co..... 14
Pullan, E. 72

R

Red Rose Tea Co. 21
Regina Storage & Forwarding Co., Ltd. 14
Rock City Tobacco Co..... Inside back cover
Rose & Laflamme, Ltd. 17
Royal Baking Powder Co... 65

S

Sarnia Barrel Works 72
Scott-Bathgate Co., Ltd..... 14
Smith, E. D., & Son 2
Smith & Proctor 58
Somerville, J. F. & J. N..... 17
Specialty Paper Bag Co..... 56
Spratts .....Inside back cover
Starr Egg Carrier & Tray Mfg. Co. 65
Stephenson-Blake 17
Stevens-Hepner Co., Ltd..... 58

T

Tanguay, A. T., & Co..... 17
Taylor & Pringle 56
Thum, A. & O. 72
Tippett, A. P. 8
Trent Mfg. Co. 72
Toronto Butchers' Supply 72
Toronto Pottery Co. 3
Toronto Salt Works 72
Turgeon, E. 17

W

Walker, Hugh, & Son 69
Walsh, Martin M. 16
Washington's, Geo., Coffee.. 68
Watson & Truesdale 15
Webster, W. R., Co..... 66
Western Canada Flour Mills Co., Ltd. 4
Wetheys, J. H., Ltd. 61
White & McCart 16
White & Co. 69
Whittemore Bros. Corp. ... 7
Williamson Mfg. Co. 61
Woods, Walter, Co. 70
Whittal Can Co., A. R..... 20

Century SALT

unquestionably worth while

Worth while from any point of view. Worth while as a customer-satisfier. Worth while as a profit-maker. Keep a stock constantly displayed.

The DOMINION SALT CO., Limited
SARNIA, ONT.



—indispensable for your customers' housecleaning operations.

The unequalled cleaning qualities of "LIVELY POLLY" SOAP POWDER make it particularly advisable to feature it strongly during the housecleaning weeks now approaching. Mrs. Housewife, in strengthening her forces preparatory to attacking the entrenchments of General Dirt, will welcome such a strong ally as "Lively Polly." Grocers stocking this wonderful 5c cleaner will find their profits appreciably increased and, what is just as important, their customers perfectly satisfied.
Be one of them. Get your stock in order right now and prove "Lively Polly" selling merits.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents: McLellan Import Co., 301 Read Bldg.
MONTREAL



Malcolm's—the only line of Milk Products that is purely Canadian-made

That's a fact we are honestly proud of. And we are proud, too, in the knowledge that our lines are ahead of competitors in business-building and profit-making qualities.

Discriminating people declare Malcolm's to be positively captivating in their sweet deliciousness. Hence, first sales bring many others—steady repeats are the daily record.

Order your stock now.

The Malcolm Condensing Co., Limited
ST. GEORGE, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent. Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word. Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

WANTED SIDE LINES. WE ARE OPEN TO handle a number of side lines for manufacturers and jobbers. Good references.—Cleary Bros., P.O. Box 436, Sydney, C.B.

WANTED—EXPERIENCED CLERK FOR GENeral store. Married man preferred. Apply, with references, stating salary, to Lewis Bros., Richmond, Ont.

WANTED—MAN TO DO DELIVERING AND outside work around general store and to fill in time behind counter. Married man preferred. Apply, with references, stating salary, to Lewis Bros., Richmond, Ont.

FOR SALE

HIGH CLASS GROCERY AND PROVISION for disposal. Turnover about $350.00 per week. Cash trade. Ontario manufacturing city. Owner retiring on account of bad health. Fullest investigation.—Apply Box 227, Canadian Grocer.

Try MANN & CO. for
FANCY POULTRY
Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

KLIM
READ IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM. FOR ALL COOKING WHERE MILK IS NEEDED.
CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

Tell the Advertiser where you saw his Advertisement.

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH
WELLINGTON
JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
2,000,000 users

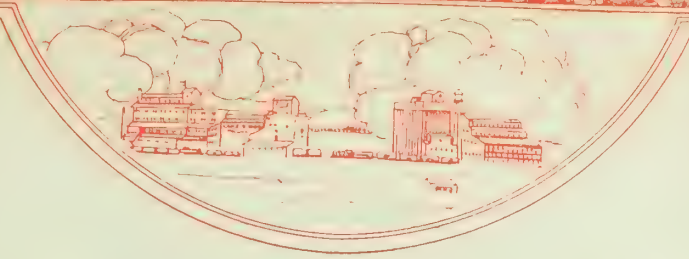
Direct Supply Association
509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

BARRELS
(The best shipping package.)
We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.



How Sales Are Made

(By a Live Salesman)

"Isn't that provoking," said Mrs. Byer, in a Windsor grocery, as she fumbled with her bag. "Here I've come away without my list, on which I had a whole lot of things to order for a cake I wished to bake in the morning."

"It wouldn't be a FIVE ROSES cake, would it?" suggested Mr. Grocer.

"That's just what it is, for I took my recipe from the FIVE ROSES Cook Book."

"Then maybe I can help you," remarked the grocer, going to his desk and returning with that very book.

"How lovely," she said, "it's a Spice Cake, near the back.

"Spice Cake, yes, here we are, page 110," said the grocer.



Eggs
Sugar
Butter
Milk
Baking Powder
Soda
Nutmeg or Cinnamon
Cloves and Raisins
Chopped Walnuts

"All our baking ingredients are up to the FIVE ROSES standard," said the Grocer. "Let me take your order for the 5 P.M. delivery."

* * * *

Have you *YOUR* FIVE ROSES Cook Book handy? If your copy has disappeared, borrow your wife's, and write us for another copy. It helps sales.

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

Ten Wholesale Houses

COVERING the territory from the Great Lakes to the Pacific Coast with unequalled stocks and facilities to serve you. Every issue of our price-list is full of money-savers for you, and it will pay you well to read every issue carefully.

We allow you an extra discount for prompt 30 day payments, and if you will confine your orders to us, we can save you 3-5% on your yearly purchases.

Figure what this means on the basis of your last year's turnover.

We are the only one-price house in the West, handle highest quality goods only, and can always save you money on your purchases, and give you prompt and efficient service.

White Star Products



Per box 3 dozen 5c. packets, $1.00, less 3%.

White Star Products are quality goods, and can always be relied on to give satisfaction and bring repeat business.

MACDONALD-CHAPMAN, LIMITED

Wholesale Grocers

WINNIPEG ∴ MANITOBA

Connections:

MACDONALD-COOPER LTD.
Edmonton, Alta.

MACDONALD-CRAWFORD LTD.
Moose Jaw, Sask.

MACDONALD-CRAWFORD LTD.
Saskatoon, Sask.

MACDONALD-CRAWFORD LTD
Swift Current, Sask.

MACDONALD-CRAWFORD LTD.
North Battleford, Sask.

A. MACDONALD & COMPANY
Vancouver, B.C. ; Nelson, B.C. ; Fernie, B.C. ; Fort William, Ont.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, JUNE 1st, 1917 No. 22

St. Lawrence

DIAMOND

Granulated

Perfection in Sugar.

You can get any sized grain your customers prefer. Fine, medium or coarse.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

Every Grocer can sell this useful pottery



And the margin of profit on every sale makes it a stock worth carrying.

The three lines shown were selected at random from our big illustrated list which will be forwarded you on request.

Just drop us a card and let us show you the dozens of beautiful household utensils, in this line—send it right now. Preserving and other home economies will create a big demand for this splendid pottery. Get your share.



Shoulder Syrup Jugs

½ gallon Imperial..$1.44 per dozen
1 gallon Imperial.. 1.92 per dozen
2 gallon Imperial.. 3.84 per dozen

Self-Sealing Jars

Hold about 130 ozs. Suitable for pickles, olives, preserves, etc. These jars are absolutely airtight.
Prices upon application

Meat Tubs

(Dark glazed inside. Acid proof)

	Without Cover each	With Cover each
8 gallon	$ .96	$1.32
10 gallon	1.20	1.56
12 gallon	1.44	1.80
15 gallon	2.10	2.66
20 gallon	2.80	3.36
25 gallon	4.00	4.96
30 gallon	4.80	5.76
35 gallon	7.00	9.40
40 gallon	8.00	10.40
50 gallon	10.00	12.40

75 to 500 gallon sizes to order only

These jars are acid proof, well glazed and make a sanitary container; do not leak and will outlast many barrels.



This package finds favor with the provident housekeeper for "putting down" meats, pickles, eggs, etc.

The Toronto Pottery Co.
Limited
617-8 DOMINION BANK BLDG.
King and Yonge Streets - Toronto

PROHIBITION
BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

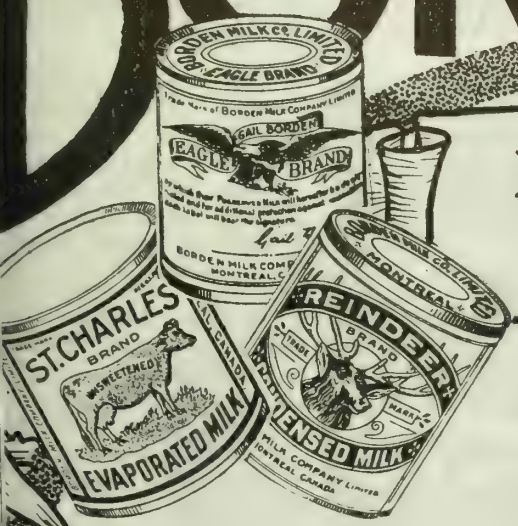
BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED
1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

BORDEN'S



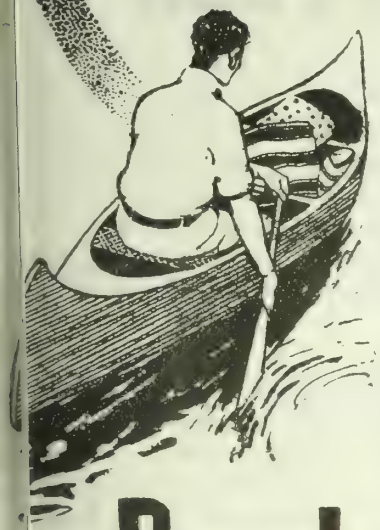
Feature Borden Suitablity for every outing trip



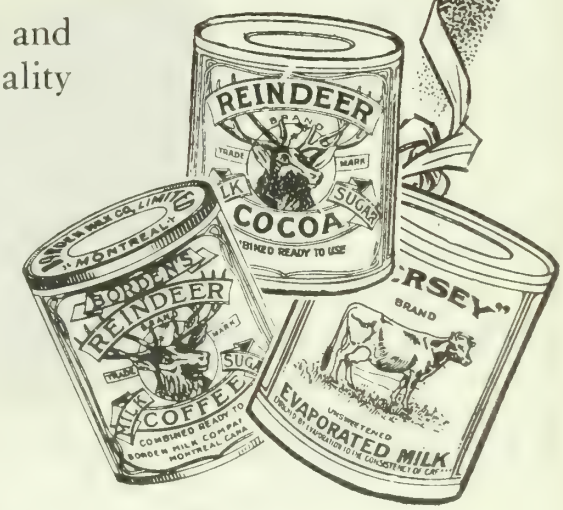
Plan now to secure a goodly portion of the summer demand for *BORDEN MILK PRODUCTS.*

Always fresh, convenient to carry, easily prepared and deliciously wholesome, these Canadian-made milk products are peculiarly suitable to the needs of every camper, cottager, picnicker and outing people in general.

Your summer turnover will show a decided increase and your profits a corresponding growth if you make Borden's a leader in window and interior displays.



Get your order in now and note how Borden quality brings them back again.



Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

Both Eye and Palate Sell Shirriff's

How splendid they look on your shelves. The beautiful, sparkling, glowing colors of the jellies make everybody's mouth water—eager to taste them. Both the jelly and the package are strikingly attractive. No wonder Shirriff's sells on sight.

Shirriff's

Jelly Powders

rely for continued sales upon the palate. There's a flavor for every taste and it's so unmistak ably delicious that you get a steady customer every time.



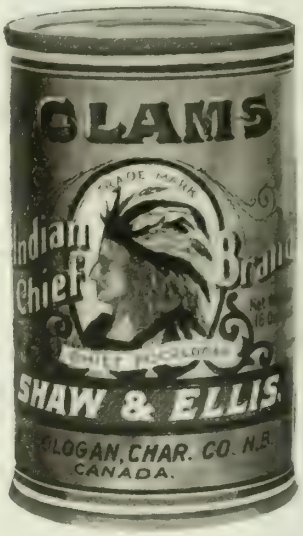
It's the steady flow of profits that counts up worth while. Put Shirriff's where they can be seen. It pays.

Imperial Extract Co.

TORONTO

INDIAN CHIEF BRAND CLAMS

Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By

SHAW & ELLIS

Pocologan, N.B.

In Warm Weather

you can start new users of

Sani-Flush



Toilet bowls become noticeably offensive on hot, sultry days. Then people try to find some way to keep the bowls odor-free. ***Sani-Flush*** solves the problem by cleaning the bowl thoroughly, even down to the unseen trap.

Large space advertisements in magazines which go into the homes of your best customers explain the advantages of using ***Sani-Flush*** in warm weather.

HAROLD F. RITCHIE & CO., LTD.

10-12-14 McCaul Street, Toronto, Ontario

Make E. D. Smith Grape Juice

A leader this Summer





Aggressive dealers everywhere are planning to secure their share of the summer demand for this Pure Concord Beverage. For this is Temperance Year in Canada and quality temperance drinks like E. D. Smith Grape Juice are going to sell—and sell right along.

Familiarize your trade with the sweet, rich goodness of this All-Canadian Grape Juice, and your sales will continue to grow. Your profits will increase and your customers will have added confidence in the quality of the lines you carry.

How many dozen in your first order?

E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B. C. Merchandise Brokerage Co., Vancouver, B.C.

DON'T DELAY



Buy your year's requirements Orange Marmalade now.

Glass is getting scarce.

Bitter oranges are unobtainable.

Sugar is high.

Aylmer Orange Marmalade is made from best bitter oranges and granulated sugar.

You don't have to take sweet oranges mixed with grape fruit ***when you buy Aylmer Orange Marmalade.***

DOMINION CANNERS LIMITED

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

The Original *Kellogg's*

With the approach of warmer weather we are already having increased demands for Kellogg's Toasted Corn Flakes.

Looks like a big Season. Watch your stocks; don't get too low.

We are making no change whatever in our package.

When ordering, ask for

Kellogg's Toasted Corn Flakes

the original, packed in the Red, White and Green package. The Sweetheart of the Corn kind. Remember it won its favor through its flavor.

Did you say, "Why should you recommend KELLOGG'S TOASTED CORN FLAKES?"

We say—



"The advertised brand
People ask for Kellogg's
Quick turnover
Nice shelf goods
Because if it's good, you sell it
Kellogg's is the standard
Kellogg's is the brand others try to imitate."

Don't forget the original Red, White and Green package.

Battle Creek Toasted Corn Flake Co., Ltd.

Head Office and Factories,

LONDON :: ONTARIO

We are Canadian. Are you?

If any advertisement interests you, tear it out now and place with letters to be answered.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:

Note the name and the package.

You will stock this line some time. Why not now?

Manufactured by
THE B & L MFG., CO. Ltd. - SHERBROOKE.

Furnivall's
FINE FRUIT
PURE JAM

Push the Jams that meet the approval of every customer. Get your wholesaler to stock you up with Furnivall's Pure Jams to-day.

Many popular kinds to choose from. And the profits are good.

AGENTS:—**Ontario**—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co.. **Saskatoon** — Mowat & McGeachy. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

FURNIVALL-NEW, Limited
Hamilton, Canada

FINEST CRYSTAL GELATINES
Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO



Something every customer needs

A reliable high quality shoe dressing satisfactory in every way.

The demand for Regent Shoe Dressings is in evidence the year round, and dealers would be well advised to stock these superior quick sellers. Sold through wholesale grocery houses at 75c per dozen.

How about a first order?

Chas. Tilley & Son
MANUFACTURERS
90 Richmond Street West, Toronto

CLARK'S



The Beans Canadians like.

The Beans the best grocers sell.

THE QUALITY BEANS.

PORK AND BEANS

PLAIN, CHILI AND TOMATO SAUCE

are

READY SELLERS
STEADY SELLERS

and

BUSINESS BUILDERS.



REPLENISH YOUR STOCK NOW.

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. **"Always on the job."**

Storage Distributing Forwarding



WESTERN REPRESENTATION

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East, WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

C. & J. JONES
WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage Storage Distribution

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent.

We can handle a few more good lines. Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
508 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

Tell the Advertiser where you saw his Advertisement.

EL ROI-TAN PERFECT CIGAR

"We clean



up everything"

Stock Bulldog Brand Cleaners and watch how they repeat

Every one of the 19 Bulldog Brand lines is quality all the way through. Get the housewife to use any of these matchless cleaning mediums once and you can build on her future patronage.

The John B. Paine Co., Limited
Factories at Toronto and Winnipeg
Agents: Mowat & McGeachy, Saskatoon. Oppenheimer Bros., Vancouver

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by $5.00 or $10.00 a week. The exact amount all *depends* on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.
143-153 University Ave.
TORONTO, ONT.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES

in

GOOD DEMAND

What have you to offer?
Get in touch with us at once.

WHITE & McCART, LIMITED
Fruit Brokers and Distributors
TORONTO - - ONTARIO
'Phone Main 2319
Reference: Dominion Bank, Toronto. Ont.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont.

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

W. H. Millman & Sons
TORONTO
Wholesale Grocery Brokers

We have some California Raisins that we can offer at slightly lower price than can be imported.

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.
We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen. (Get in touch with us.)

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

Loggie, Parsons & Co.
Merchandise Brokers and Manufacturers' Agents
Grocery and Drug Specialties.
"We cover Canada 3 times a year."
32-34 Front Street West
TORONTO - ONTARIO

A Salesman Always on the Job

IT is the constant dropping that wears the stone away. It is the constant knocking at the door of attention and favor that in the end gives you ready access to the good-will of buyers of your merchandise.

You can keep up a constant knocking—a bid for attention, a reminder of yourself, a spokesman of your message—this by using regularly

The FARMER'S MAGAZINE

No man whose customers and should-be customers are farmers should be absent from their attention. Their will and purpose to buy may mature at any time. The salesman on the spot stands the best chance to get the order.

All this you know, but—do you live up to the behest of your knowledge?

Let us tell you more about **The Farmer's Magazine** in a special letter.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

One Inch Space $1.00 Per Issue on Yearly Order.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

Why You Should Feature KING GEORGE'S NAVY

Get the Camper's Trade

The camping season will soon be along, and you know the camper is usually an inveterate chewer.

Plan to get this trade by stocking and displaying King George's Navy — Canada's favorite chewing tobacco.



Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

How to sell

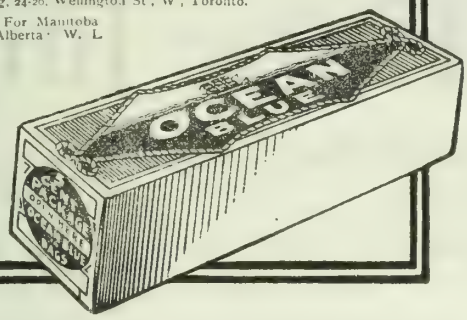
OCEAN BLUE

is not a problem. It is merely a question of getting your customers to try the first 5 cent packet. After that, repeat orders follow as a matter of course.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.

Western Agents: For Manitoba Saskatchewan & Alberta: W. L Mackenzie & Co. Ltd. Winnipeg, Regina, Saskatoon, Calgary & Edmonton. For British Col. and Yukon. Creeden & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.



A big summer favorite—

ROYAL SALAD DRESSING

Though a good seller the year round, this delicious Salad Dressing is particularly popular during the Summer months.

Look over your stocks now and be sure you are well supplied.

Royal Salad Dressing is guaranteed to keep good down to the last drop.

Horton-Cato Mfg. Co.
WINDSOR, ONT.

Give your customers the Babbitt habit



You'll find it easy enough. Just get her acquainted with the full weight and the unequalled value of this line—a big-sized can of the finest cleanser on the market for 5c. Babbitt's is a good line to keep in front. It is always an active seller.

Premiums for trade-marks.

WM. H. DUNN, Limited, Montreal
Sales Representatives for Canada.

DUNN-HORTOP, Limited, Toronto
Special Agents.

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont.
Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co.
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

If any advertisement interests you, tear it out now and place with letters to be answered.

Oil in the Arctic

CANADA possesses enough petroleum to last the world for a thousand years. This oil is found on the Mackenzie River -- in the Arctic region. The discovery was made two years ago by Dr. T. O. Bosworth, who reported the story of his "find" to the Dominion Government, but it is only now that the people of Canada have given them the story of a national asset of momentous importance. The tar sands north of Athabasca and Great Slave Lake become oil fields of incalculable value near the mouth of the Mackenzie. Read this story, told by Dr. Bosworth himself, of Canada's and the Empire's exhaustless oil fields in

MACLEAN'S MAGAZINE *for* June

THEN have regard for the following highly interesting special articles and features of the June MACLEAN'S, always keeping in mind that they are by Canadians for Canadians—and so belong by right to MACLEAN'S MAGAZINE, whose elect purpose is to advance the development of Canadian writers and Canadian literature, and to make the Canadian people—the best of them—better informed concerning their own land and their distinguished sons and daughters.

Balfour at Washington

and the war preparations of the United States, by **Agnes C. Laut.** An interpretation of Balfour's mission to America as it relates to the Allies' cause and to the unifying of the great Anglo-Saxon peoples into an organized power for the conservation and development of human liberty and the rights of the common people.

William T. Dewart

A Character Sketch

The romantic and inspiring story of a Canadian—a member of a well-known Ontario family—who is now general manager of the Munsey publications in New York. The story is exceedingly well told by a remarkable man Erman J. Ridgeway, himself a publisher of brilliant record.

Putting Pep into Parliament

The idea is that the work and proceedings of Parliament should be simplified and speeded up. Parliament is becoming more and more of a business institution and less and less a place for oratory. The work of Canada is too important and too vast to permit of elocution and casuistry and wire-pulling. **H. F. Gadsby,** a writer with any amount of "pep" himself, is the man who pleads that Pep should be put into Parliament.

Sunshine in Mariposa

By Stephen Leacock

The second instalment of his play whose setting and incidents are found in Ontario, Leacock's birthplace. Rich humor, and revealing Canada's premier humorous writer in a new phase of his astounding versatility.

James B. Hendryx

continues "The Gun Brand." This is a romance of the Canadian Northland. An adventurous and ambitious girl teaches school in Athabasca, and in her journeyings thither and in her life and work later on, there are incidents and experiences and developments laden with thrills. A fine story which can be satisfactorily begun in the June MACLEAN'S.

Sir Gilbert Parker

contributes "At Lake O'Calling."
This is a Canadian story—about the building of a railroad for Empire business. A romantic tangle gives the story zest and shows Sir Gilbert's art finely. Probably his best story ever appearing in MACLEAN'S MAGAZINE

A. C. Allenson

contributes "June Comes Back."
A very beautiful June bride story—about June Summers, a charming young woman.

Arthur Beverly Baxter

contributes "The Man Who Scoffed." A war story—and good war stories at this time have great appeal. We all want to know more about the life our glorious Canadian boys are living in these epochal days. Romance mingles itself with death and tragedy.

Hopkins Moorhouse

contributes "The Herald Angel."
One of his fine Andy Doolin stories—a story of the days of the forty-niners with their lawlessness and enriching labors. A story of valor and primitive passions in freeset exercise.

Records of Success

This is a feature department of MACLEAN'S given over to sketches of interesting Canadian men and women who have accomplished things.

Review of Reviews

A department tremendously well liked by every MACLEAN'S MAGAZINE reader for here are found condensations of many articles of surpassing interest appearing in other magazines. So do readers keep themselves informed concerning what is best and most vital in current thought and life.

SO you have evidence of just how much worth-while MACLEAN'S MAGAZINE is—how admirably it is doing its chosen work and realizing its own purposes; which are to give the Canadian people a magazine dominantly and usefully Canadian, and which will satisfy from beginning to end.

At all News-dealers, 15 cents

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.



It stands the test for durability, for it lasts a lifetime.

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW.



NEW PRICE LIST

The Chisholm Milling Co. Limited
Toronto, Ont.

Package Cereals

Order through your jobber.

		Price
Ralston's Wheat Food	18-1½s	$3.60
" " "	9-1½s	1.90
Purina Whole Wheat Flour	10-5s	5.00

Freight prepaid, direct from factory in five case lots or upwards, to any regular railway or boat point in Ontario or Quebec.

The British and American Governments are strongly advocating whole wheat products. There is more nutriment and food value in wheat than any other cereals. Help the consumer by pushing the lines that comply with Government regulations.

Order through your jobber.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE





Grocers Everywhere Sell More Keating's

During the past eighteen months there has been a phenomenal increase in the sales of Keating's Insect Powder throughout Canada. Part of this increase has been due to the demand for Keating's as an article of supply for the Military Camps, and part of the increase arises from the accomplishment of wider distribution of the commodity and the growing public knowledge that Keating's Powder is an invaluable and effective insecticide.

Place your orders early and see that your stock is ample for the demands.

Sole Agents for Canada

Harold F. Ritchie & Co., Limited

10-12-14 McCaul Street Toronto

KEATING'S
KILLS BUGS, MOTHS ROACHES AND OTHER HOUSE INSECTS
POWDER

If any advertisement interests you, tear it out now and place with letters to be answered.

"NUGGET"

The name that stands for quality in

SHOE POLISH

BLACK POLISH

TAN POLISH

TONY RED POLISH

DARK BROWN POLISH

AND

WHITE CLEANER

for Buckskin and Canvas

All first quality goods. If you are not handling all the "Nugget" lines you are missing good business. There is more profit to the dealer on "Nugget" than there is on most polishes on the market at the present time.

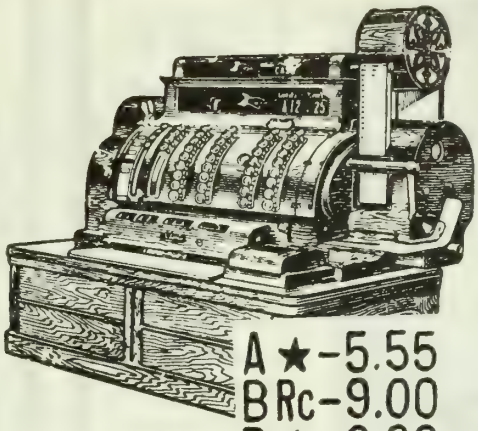
WRITE US FOR SAMPLES AND PRICES.

THE NUGGET POLISH CO., LIMITED

9 Davenport Road - Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Information and Protection



A ★-5.55 -0125
B Rc-9.00 -0126
D ★-6.68 -0127
E Pd-2.00 -0128
A Ch-8.65 -0129
B Rc-4.50 -0130
A Pd-0.50 -0131
E ★-2.43 -0132
B Ch-3.50 -0133
D ★-5.48 -0134
A Pd-1.00 -0135
B ★-0.43 -0136
E Ch 10.50 -0137

Section of Detail Strip

Line 1 indicates that clerk A. sold goods for cash to the amount of $5.55—transaction No. 125.

Line 2 shows that clerk B. received $9.00 on account—transaction No. 126.

Line 3 tells you that clerk D. made a cash sale amounting to $6.68—transaction No. 127.

Line 4 indicates that clerk E. paid out $2.00—transaction No. 128.

THE N.C.R. DETAIL STRIP gives you as a merchant a definite control of your business.

It gives you information you can get in no other way. It gives it easily, quickly, unerringly.

Every transaction which takes place in your store is recorded on the detail strip. This record is complete, covering every detail of every transaction. It is as safe as though lockd up in your safe.

It records the amount, date and consecutive number of each transaction.

It tells you which clerk makes each sale and which clerk makes most sales.

It gives you a mechanically perfect record of all these details.

At the same time it protects your clerks against temptation

It stops mistakes. It saves loss of money you could not otherwise save.

The result is a complete mechanical record, available at any hour of the day, of every detail of the day's business. The store is protected, so are the clerks, so are the customers. The information obtained gives absolute protection to all.

It gives you time to attend to duties more profitable than bookkeeping—inside the register you will have all the totals faultlessly added.

It is of the greatest importance that you investigate our system. National Cash Registers will save time, money, and build your business.

Write your nearest N.C.R. agent to-day. Offices at Halifax, St. John, Quebec, Montreal, Ottawa, Hamilton, London, Toronto, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver.

The National Cash Register Company of Canada, Limited

Christie Street - - - - Toronto, Ontario



The Queen of Baking Powders

The Regina easily sells at 50c per lb. because it is superior to other brands.

You will be asked for this brand, and once a woman has tried it she will buy no other.

Made in 16 oz. tins only.

THE ROBERT GILLESPIE CO.
WINNIPEG, MANITOBA, *Agents for Canada*

The New Breakfast Food



Dutch Tea Rusks

They are **appetizing, wholesome,** and **nutritious,** containing **eggs** and **milk.** Quickly prepared, and easily assimilated.

Packages are **attractively labelled,** and **lend** themselves to **displays,** both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company
Oshawa, Ontario



The Reliable Salt

The Salt that your customers know is always just right.

Fine, even grain—full of savour—and pure as purity itself.

This is why practically every home in Canada uses Windsor Table Salt. Of course, you sell

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.

The WAR Has Proved The STRENGTH *of Red Rose Tea*

The war, and the resultant price advances in tea, have tested the selling qualities of Red Rose Tea to the utmost.

The great majority of the users of Red Rose Tea have stuck to it nobly throughout the various price advances. Some have tried cheaper teas, only to find them unsatisfactory—and were glad to return to their "old friend," Red Rose Tea.

By means of aggressive national advertising, co-operation of dealers and recommendations of users, Red Rose Tea has added thousands of new users since the start of the war. It has, indeed, proved its STRENGTH as a seller, and occupies a stronger, more commanding position than ever before.

Outstanding quality and right sales methods insure the continuation of the Red Rose Tea success.

T. H. Estabrooks Co., Limited

ST. JOHN TORONTO MONTREAL WINNIPEG

Have you tried

WETHEY'S ORANGE MARMALADE?

It has made a hit.

The Only Patented Refrigerator In existence with warm air flues across ceiling of cooling room



and connected with warm air flues around walls. Get the benefit of our 30 years' experience and write us for catalogue. Pat. 1900, 1910, 1914.

REPRESENTATIVES: — Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

Eureka Refrigerator Company
LIMITED

27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.
TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



Yours sales of KEEN'S BLUE will be always worth while if you constantly feature this on your sales counter.

Your customers know KEEN'S OXFORD BLUE — they know it as "the blue of blues."

Keep it before them and reap big returns from KEEN'S popularity.

How about a KEEN display to-day?

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

The betterness of Cow Brand

can be explained by absolute purity of raw materials, their perfect combining, the finest manufacturing machinery, the greatest possible care and attention. A trial will convince you, as it has others, that Cow Brand Baking Soda is away ahead of the common bulk article in selling value.

Your jobber will supply you.



Church and Dwight
LIMITED
Manufacturers
MONTREAL



Common Sense Demands

that you stock a line of Milk Products whose good quality will satisfy your customers and every sale of which will leave you a neat margin of profit.

This MALCOLM'S will do. The fact that they are the **Only All-Canadian Milk Products** is an additional recommendation.

Give them a try-out.

The Malcolm Condensing Company, Limited

ST. GEORGE, ONTARIO

The only Canadian Milk Co.

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, JUNE 1, 1917 No. 22

Selling Oranges by Aid of Pair of Scissors

Brilliant Demonstration Held at the Base of a Store-built Orange Tree Covered With Golden Fruit, and Little Perching Birds Made Splendid Orange Sales.

From facts furnished by C S. Mills, of The Paquet Co., Ltd., Quebec.

AN ARTIFICIAL orange tree bearing golden fruit and artificial birds formed a striking central attraction f the fruit section of the Grocery Dartment in the Paquet ompany's premises in Quebec: This unique deice attracted a great eal of attention and led the sale of oranges at ne rate of six or seven ases a day.

essert Demonstration.

For those customers ho, drawn by the bright nd unusual apearance the orange tree, came oser to the fruit depart ent, there was a charmg added interest in the esence there of Miss drienne Dubuc, daughr of the manager of the uit section, who was aking clever little bass and ornamental dees from orange skins, d showing how to fill ese with orange and ly dessert dainties.

ee Tasting Allowed.

Anyone wishing to ste the oranges was alved to do so, the nature the pretty demonstran carried out by Miss ibuc permitting of vaus appetising delicas made from oranges ng always fresh and dy for tasting. As l be seen in the pice, her working table ust behind her, and the shed work in the form daintv little orangel baskets filled with ciousness and adorned h bows of ribbon is exited on the table in centre under the eading branches of the nge tree.

The only tools required by the young lady in making the demonstration were a pen-knife, a pair of square-end scissors, and a teaspoon. In watching her create the little baskets from the complete oranges as taken from the cases, the visitors to the store acquired an extra interest in oranges, and a desire to try and work the same pretty miracles at their own homes. Naturally orange sales resulted to a very marked degree, and as mentioned, from six to eight cases of oranges were frequently disposed of in one day during the demonstration.



Unique Orange Sale Display of the Paquet Company, Quebec.

How the Tree "Grew"

In making the orange tree a standard of natural wood was selected for the trunk with handy branches and crotches to suit the arangement of the branches bearing fruit and leaves. These branches were of the natural leaf covered decorative evergreenery available for all interior decorations. They were attached to the trunk of the tree by means of wires covered over with green or yellow sateen. The trunk of the tree was covered over with cocoanut bark which gave it a rugged natural and yet interestingly 'foreign' appearance. Upon the branches were hung real oranges, no fewer than eighty of them being used for the display. It does not do to skimp the fruit in making a show of this kind, and the idea of showing plenty makes the public purchase plentifully also. Besides the oranges, fifteen artificial birds were disposed about amongst the branches upon which they perched in a most natural manner.

Display Tables Beneath

All around the tree there was built a table fifteen inches wide and at a level of three feet from the floor. The top of this table was covered with a green cloth, and the orange-colored drapery was disposed around. It was upon this table that fancy-cut orange baskets filled with their radiantly hued jelies and golden orange salads were placed. Glass dessert dishes also occupied prominent positions on these tables, and contained sliced oranges, fruits, and colored jelly shapes in very appetising display. Boxes of oranges were plentifully placed around, open and full of the fruit in its paper wrappings, and with the golden skin glowing gaily forth.

Fair Space Occupied

Quite a good space was occupied by the whole display. The area occupied, excluding side counters and shelves, was 25 feet by 30 feet. Four tables were placed in position at angles to one another surrounding the centre table and the orange tree. Beside each table two cases of oranges were placed on each side, sixteen cases in all. On the top of the table to the right, show cases of rasins, currants, prunes and similar dried fruits and fancy delicacies were displayed. On the tables, to the left of the picture, there were displayed baskets of apples, peaches, pears, etc. Each table had in its centre a pyramid of bottles of soft drinks, their colors enhancing the display. A space of five feet was left between the tables as placed around the central display.

Considerable Grocery Dept.

The Grocery department of the Paquet Co., Limited, Quebec, is situated on the east side of the fifth floor of the building, and occupies a space of 135 by 50 feet. On the west side of the building an equal space is devoted to the reserve stocks for the department. The main entrance of the store is in the centre of the building, and two elevators are always at the disposal of customers. There are twenty-five employees inclusive of both men and women members of the staff in the Grocery section alone of the Paquet organization.

Dangerous Bill Temporarily Shelved

Mr. Knowles, of Moose Jaw, Outlines in House of Commons Reasons For Proposing His Bill Making Illegal the Re-sale Price—Many Phases of a Dangerous Bill Outlined—The Full Discussion From Hansard on the Second Reading of the Measure.

LAST week this paper made mention of the fact that the Knowles Bill had come up for its second reading. For some time past this paper has been calling attention to this Bill and urging the dangerous possibilities of such a measure. That the merchants generally may be versed in every phase of the discussion, we are publishing herewith the full text of the debate on the measure as it transpired at the second reading of the Bill. Editorial comment on this discussion will be found on another page.

Mr. W. E. Knowles (Moosejaw) moved the second reading of Bill No. 21, to amend the Criminal Code. He said: When I asked the House to permit the first reading of this Bill, I gave a brief explanation of its purpose—to prohibit in future the setting of a price by the vendor of an article arbitrarily fixed and binding upon the purchaser. For example, manufacturers of certain goods, very largely manufacturers of patent goods, will sell to the jobber at a certain price, calling upon the jobber at the same time to sign a contract that he will not sell for less than a dictated price. As a consequence, competition is removed with regard to that article. My point is that the consumer has a right to the ordinary benefit that comes from competition between different merchants, and in so far as you have a dictated price for an article you take away from the consumer that benefit and the industrious, vigilant merchant selling the goods becomes little more than the medium of passing the article along at a fixed price, just the same as you would sell a postage stamp. I wish to establish the fact that there is, to a very substantial extent, in Canada a system of this kind, that a very great many manufacturing houses have adopted the system of the dictated price at which the jobber and the middleman are permitted to sell to the retail dealer and the retail dealer to the public. I am going, for the purpose of putting them on Hansard, to quote extracts from a few of the price agreements, or selling agreements of the principal houses, the names of which are well known to hon. members, and it will be noted that the terms of the agreements are, in nearly all instances, practically identical. The first one, and I take it merely because it is on the top, is that of the Borden Milk Company, of Montreal. I believe this is an American concern. The first provision of this agreement is that the purchaser shall not sell at any price less than the price charged by the manufacturer, although the price may be changed by the manufacturer. The second is that he will not sell to any person whose name may be on a prohibited list. The prohibited list is supplied by the manufacturer from time to time. The third provision is that the manufacturer may call upon the purchaser to give a sworn statement at any time that he is obeying all these injunctions and on his not doing so there are certain penalties and liabilities for damages.

Mr. Oliver: Does that company operate in Canada?

Mr. Knowles: Yes, the Borden Milk Company, Limited, of Montreal. I believe it is really an American concern. It operates in Canada. I think it controls practically all the condensed milk interests except one in Canada. It is certainly a tremendously large concern. Here is the way the agreement reads. I shall not read all of it, but it provides that the purchaser must not sell

at less than the prices set forth in the price list attached hereto, or at prices in force from time to time, or on better terms than 30 days net, no discount for prepayment.

The next clause deals with the trade discount:—

It is further understood that trade discount from Borden Milk Co., Limited, is wholly contingent upon the margin of profit from other manufacturers of similar products not being less, and the terms of protection as to the keeping of prices being no less favorable. This includes private or special label goods as well as other competitive lines.

It is also agreed that upon request of Borden Milk Co., Limited, declarations covering the details of any sale of Milk Products will be furnished, same to be sworn to by one of our Principals and salesmen specified. Failure to comply with this condition will be considered a breach of contract.

The man signs this.

I have a statement here which will interest a great many hon. gentlemen present, and it is a very important one, too. It deals with tobacco. A letter was sent to me by Mr. E. A. Morris, a wholesale tobacco dealer in Vancouver and a reputable man, who writes me as follows:

March 21, 1917.

W. E. Knowles, Esq., M.P.,
House of Commons,
Ottawa, Ont.

Dear Sir:—

I have noticed an article in our local paper re trade agreements for which you are endeavouring to amend the Criminal Code, the following information might be of assistance to you.

In October, 1915, I was obliged to enter into an agreement (copy of which is herein enclosed) with the Imperial Tobacco Co. of Canada whose head office is in Montreal, not to sell their goods or any other manufactures of like goods below the various list prices. Later I was advised by their agent in this city that it was the intention of the said Company to place my travelling salesmen, who sell from auto wagons, upon their oaths that they were keeping to this agreement. Now I feel that this is a direct interference with one's liberty who I contend should be permitted to carry on his business in quiet enjoyment. The object of this agreement was to stop competition among the Tobacco Jobbers and wholesalers, also to stop the giving of discount and general competition of other manufacturers. A manufacturer might have the right to dictate the price of his own manufacturers, but why should he dictate the price of other manufacturers?

In the case of the Eddy & Co.'s agreement they say you must not handle like goods of other manufacturers. That very agreement stopped the going on of a competition match manufacturing business here. Who would buy stock in a concern which was barred from doing business with the wholesalers and jobbers? Consequently the enterprise fell through. Why should I or anybody else be dictated to, as to what I should charge for another man's goods? It seems to me that any one licensed to do business or manufacture in Canada should be compelled to sell to any one of the trade who is ready and willing to pay the list price.

Trusting this information will be of benefit to you,

I remain,
Yours truly,

E. A. MORRIS

He encloses a copy of the Imperial Tobacco Company's contract, a part of which is as follows:—

We understand this agreement is for the sole purpose of eliminating price cutting and giving special discounts and the object of same is the handling of the lines referred to on a fair and equal competitive basis.

It is also understood that in the event of a jobber violating this agreement, and thereby losing his regular jobber's discount, no jobber will be permitted to supply him with tobaccos and cigarettes at less than retail price.

I have a letter which concerns me as a western man particularly and which I shall read. It is from the Merchants' Conso-

dated, Limited, of Winnipeg, a syndicate of some 500 retail merchants throughout Western Canada, stating that as the Merchants' Consolidated, Limited, they are not allowed to buy a great many goods because they will not sign these price-maintenance agreements, which are dictated to them by the manufacturers. The letter, which is addressed to myself, is as follows:—

Dear Sir:

We have before us copy of a Bill introduced by you before the House of Commons at Ottawa, and marked "Bill No. 21," an Act to amend the Criminal Code No. 498 and also the comments on this Bill in a Bulletin issued by the Retail Merchants Association of Canada.

Our company, Merchants' Consolidated Limited, is a Joint Stock Company, incorporated under the laws of the Province of Manitoba, registered in the Province of Saskatchewan and also the Province of Alberta. This Company is composed of some 500 retail merchants and we have reason to believe that they do not concur in the statements made in the Bulletin issued by the Retail Merchants' Association of the Dominion of Canada.

They state that they do not like this bill.

Merchants Consolidated, Limited, is desirous of having just such legislation enacted as your Bill provides for, for the very reason that there are a number of Associations, such as the Grocer's Guild, and the Hardware Jobbers' Association, etc., in the Dominion of Canada, who seek to have a re-sale price or price maintenance contract kept by the manufacturers, and the reason for this seems to be that they do not wish the manufacturers to sell to any Organization or Association who may not maintain that re-sale price, and in nearly every case that re-sale price carries with it an excessive middleman's profit.

Merchants Consolidated, Limited, has only been organized some eighteen months and already this Company has saved to its shareholders in discounts many times over their investment in the Capital Stock of the Company. The object for the formation of this Company was to enable the retail merchants of Western Canada to buy in a consolidated way to meet Mail Order competition by going direct to the manufacturers and buying goods in large quantities and for cash.

The next paragraph is unimportant, and I shall not read it. Then it goes on: —

We contend that there should be no price maintenance contract existing between the manufacturers and the jobbers. We believe if the manufacturer was left to his own discretion that he would sell to any organization properly constituted and allow such Organization to re-sell at any price bearing a fair margin of profit for so doing business. We think that the price maintenance contract as between the jobber and manufacturer is fully in protection of the jobber. We could be glad to go further into the matter upon request.

There was a house in Moosejaw called the Assiniboia Music Company, which had signed one of these agreements with the Berliner Company, a long thing of six and a third closely written pages of typewriting, tying a man up as tightly as he could be tied in this world. It happened that the Assiniboia Music Company had on hand at a certain date a large stock of Victor records, all with labeled prices below which the records must not be sold. The labeled notice further stated that buying the record was an acceptance of the terms of sale. The Berliner Company arbitrarily took away the agency from the Assiniboia Music Company because that firm handled the Edison records as well, and left them with many hundred Victor records which they must not sell below the labeled price. They held on to the old records for quite a while. They could not sell them as people knew they no longer had the agency and would not come into their store to hear them, and by the terms of their agreement they could not sell them below the labeled price. At last they unloaded them on a jobber who took chances, and that jobber sold them to another and they to another, who then started retailing them out at a somewhat reduced rate, which was the only way in which he could sell them as they were very old records, some of them twelve and fifteen years old, quite old stock. And what did they do? The Berliner Company came to this company, the fourth holder from them, and sued them for, I think, $25,000 damages, a very large sum, and got an injunction forbidding them to deal in Berliner Gramophone records except at the duly authorized prices. Let us suppose they were right in this, what an outrage it is that the law should permit a contract to be made that would enable the vendor to say to a man: Because you have signed a contract and we have your name, even if the records are 25 years old, you may not sell for less than the labeled price or we will get an injunction against you. That is a fair illustration of the way in which these people, who talk about using customers right, treat people when they get them under their thumb. They got an injunction and carried the case right to the eve of the court, with their bullying methods, because they have any amount of money to fight such cases. I have here a report of the withdrawal of the case 24 hours before the trial, taken from the daily paper in Moosejaw, which I shall read because it shows the spirit in which these people dictate and bully when they have a man under their thumb on one of these price agreements. The report is as follows:

There came before Judge Lamont in Supreme Court yesterday the action of Berliner Gram-o-phone Company, Limited, against Canadian Specialties, Limited.

The plaintiff about two years ago had sold a large quantity of records to the Assiniboia Music Store and had secured from the Assiniboia Music Store a hard-and-fast contract that the records should not be sold less than the price dictated by the Berliner Company.

In the course of time the Berliner Company cancelled the agency of the Assiniboia Music Store and afterwards the records which were then in stock, came eventually into the possession of the Canadian Specialties, Limited, who were selling them regardless of the dictated price.

The case is of special interest inasmuch as there is at present before the House of Commons what is known as "The Knowles Bill," forbidding price fixing contracts, and in this case the Berliner Company sued on the contract and obtained an injunction some four months ago, prohibiting the Canadian Specialties from disposing of the records at less than the dictated price.

When it came to the eve of the trial the Berliner Company abandoned its position, and yesterday moved before Judge Lamont for leave to have the action dismissed with the Berliner Company paying all costs. Mr. Knowles, K.C., on behalf of the defendant opposed this, maintaining that it should be subject to a condition that the damages incurred by the defendant should be paid by the plaintiff. Judge Lamont sustained this point, and entered a direction that the damages should be assessed by himself at a later date, to be appointed.

During the course of the argument an evidence point of interest came out, and there was read the examination of the Vice-President of the plaintiff company, in which he was forced to admit that the patent on which he sued was absolutely valueless inasmuch as it had expired two years before the issue of the writ. It was further valueless because the plaintiff had used the wrong patent number, and the number in question, which they had inserted on their records, was a patent of a device for cutting thistles, apparently some agricultural implement, and Judge Lamont jocularly asked the plaintiff's counsel if he would contend that his records had a practical use for the purpose of eradicating this well-known weed. It was further shown that the patent, which the plaintiff said should be inserted on the record, was not only one which had expired but was one which was made of entirely different material (hard rubber) than that used in the records in question, and according to the evidence even this patent was not the property of the plaintiff. The evidence of Mr. Berliner also admitted that the contract, which the Assiniboia Music Store had signed, might, by the arbitrary conduct of the plaintiff Company, leave the purchaser of records high and dry with a large stock of records which he would be unable to sell unless by special permission of the Berliner Company.

Mr. Knowles made the remark that the plaintiff's case was even tedious in the fact that one constantly searched and found nothing but foundationless points in the plaintiff's case, and Judge Lamont from the bench made the inquiry as to whether the Berliner Company's whole case was not a case of bluff, to which Mr. Knowles replied that his clients were positively of that opinion.

The Canadian Specialties' case had been carefully prepared by a special patent expert, whom they had engaged in the matter, and it was manifest that the whole case of the plaintiff must necessarily fall to the ground, and this, no doubt, explains the application of the Plaintiff Company for leave to have the whole action abandoned.

I refer to that case because it was largely through it that I became impressed with the fact that an injustice is done to men who sign these agreements, and the public suffer in consequence.

I have here next the agreement of the Henry K. Wampole Company, Limited, manufacturers of all kinds of medicines and chemicals, out in South Lanark, a riding we all know so well. I shall not read it as it is a long agreement in small type; but it ties the purchaser up completely.

Mr. Crothers: What do they deal in?

Mr. Knowles: They are well known wholesale druggists. I think a man should be protected if he has stomach ache, and that he has a right to get a remedy to relieve it at the lowest possible rate.

Then I have the agreement of the Nyal remedies.

Every Nyal remedy on this invoice has the selling price plainly printed thereon. In accepting the goods (whether charged or free) covered by this invoice, the purchaser for himself and his employees hereby agrees with Frederick Stearns & Company of Canada, Limited, Windsor, Ontario, not to sell any of said goods or permit the same to be sold at a less price than that printed upon the package.

I have another, in very much the same terms, of the National Drug and Chemical Company, commonly called the Na-Dru-Co. That is in the form of a regular contract in which they call upon a purchaser not to sell their products at less than the stipulated prices and terms set forth in the price lists of the Company. The company reserve the right to change the prices, and the purchaser must agree not to sell the products of the company to any person who has violated their agreement, and to give a sworn declaration at any time that he has adhered to the agreement. It is like the treatment of a ticket-of-leave man. I have here our old friend the E. B. Eddy Company, Limited. That beats them all. That company has a wonderful system. It does not let the man who buys matches get his profit at all until he gets all through selling the matches and then it makes him give a sworn declaration that he has kept the faith, held the fort and been a good soldier of the cross with it, and then it gives him his 17½ per cent. profit.

Mr. Doherty: Surely he is a soldier of Lucifer if he sells matches.

Mr. Knowles: In the grocery and provision trade 8 per cent. or 9 per cent. is a legitimate profit, and he is allowed just about half of that as his regular selling profit. The agreement reads:

Nor are you or your agents or employees to buy, sell, barter, trade or deal in any matches other than those of our brands bought from us or from our agents or travellers, except in so far as, and to the extent that, we are unable from any unforseen cause, to fill your orders from time to time, of which you will be promptly advised.

It is like letting a man out on parole and requiring him to report every six months. If he reports faithfully, he is allowed to retain his freedom. The agreement continues:

We will, on the 15th of January and July in each year, or as soon as possible thereafter, credit you in account with a further special Loyalty Quantity Discount equal to twelve and a half per cent. on the net amount (after deducting all other discounts, freights and allowances), of all invoices of our matches.

First they give him a discount of 5 per cent.; then they give him a special loyalty quantity discount of 12½ per cent. for keeping faith. A copy of the affidavit required by Mr. Eddy is attached. They agree to give Macdonald, Crawford, Limited, 5 per cent. before they give them the 12½ per cent.— and they make them sign a contract before they sell them the matches.

I have contracts here along the same line, issued by the Aylmer Condensed Milk Company, Limited, and the Welch Grape Juice Company. Then there is one from the Channell Chemical Company, Limited. I do not know who the president is, or whether he was born in Hanover, Germany, or not, but he has quite a system. The letter reads:

1. We will not sell or offer for sale any of the said products to the retail trade or any person, firm or corporation (hereinafter referred to as the "customer") at a price other than thirty-three and one-third per cent. off that appearing on the package in which the product is sold.

2. We will not give to any customer any cash or other discount or advantage reducing said price.

3. We will not sell or offer for sale any of the said products to any customer after receipt of written notice from you that you have suspended the supplies of such customer on account of underselling said products or otherwise.

4. We will not export any of said products supplied hereunder to any country outside of Canada without your written consent first had and obtained.

5. We agree to pay you the sum of one dollar for each and every article sold or offered for sale in breach of this agreement as and by way of liquidated damages (this being a careful pre-estimate thereof) and not as a penalty but without prejudice to any other rights or remedies you may have hereunder.

I have here a letter signed by the Channell Chemical Company, who deal in the O-Cedar products. Any person who keeps house knows what O-Cedar products are.

Mr. McKenzie: Where are they manufactured?

Mr. Knowles: In Toronto. This letter, which is dated April 13, 1917, is addressed to Macdonald, Crawford, Limited, a Moosejaw wholesale house, and gives a list of dealers who are not to be supplied with O-Cedar products because they would not behave themselves. The list includes the following names: E. G. West, Ferrah Drug Company, H. & S. Smythe, Mr. Rosenberg, of Toronto; Binning's Fair of Moosejaw; J. H. Morris & Company, Edmonton, and two in Montreal.

Mr. Oliver: They are on the black list.

Mr. Knowles: Yes. The first paragraph of the letter reads:

We beg to advise that the following is a complete list of those dealers who are not to be supplied with O-Cedar products owing to their persistence in cutting the price.

I have a letter dated April 18, from Mr. Binning, of Binning's Fair, Limited, in which he mentions having been struck off the book of life by the Channell Chemical Company. This is the letter:

We have just been advised by Messrs. McDonald, Crawford, Limited, that the Channell Chemical Co., Limited, have instructed them not to sell us any more O-Cedar goods. We presume this is on account of our refusing to sign their contract.

We beg to enclose herein two letters from them which still remain unanswered also the agreement in duplicate which they sent us to sign. We have not broken their price for one year, but do not care to sign a drastic agreement.

They were removed from the list, therefore, not because they cut prices, but because they refused to sign the Channell Chemical Company's contract.

I have here a copy of the contract covering the sale of the Proctor and Gamble Distributing Company's products. This company manufactures in Cincinnati, but does business also in Canada. The contract provides that in case a charge for violation of contract shall be made, the persons signing the contract shall give the name of the person who made the sale in question, and furnish other necessary particulars. Refusal on the part of the signors to do this shall be conclusive evidence that the charge is true, and will render them liable to the payment of $50 to the Proctor and Gamble Distributing Company as liquidated damages, without prejudice to any other remedies which it may have. This company manufactures soaps, washing powders and crisco.

Here is another contract sent out by Lever Brothers, Limited, the Sunlight Soap people. It provides for the usual affidavit which must be sworn to by any member of the firm designated by the Lever Brothers, Limited, covering the details of any sale of Lever Brothers' soaps.

Another contract in similar terms is that between the Canadian Postum Cereal Company, Limited, of Windsor, Ontario, and the Macdonald, Crawford Company, Moosejaw, in which the same penalty is provided as liquidated damages if conclusive evidence is not furnished upon request of the name of the person or persons who made sales in contravention of the agreement.

In a letter to Macdonald, Crawford, Limited, the Canadian Shredded Wheat Company, Limited, quotes the following paragraph from an agreement previously made:

And we further agree not to sell shredded whole wheat biscuit, triscuit, or other preparations of the said company at any price to any person or corporation who has not signed and conformed to an agreement in the form B-2 below written.

I have here a letter concerning the Gillette Razor Company, but I shall not trouble the House by reading it. I may say in passing, however, that the House may be interested in the case of the Gillette Razor Company vs. Rea. which will be found in No. 1 Ontario Weekly Notes. The Rea people of the city of Ottawa had bought the goods from another party, who had really bought from the Gillette Company, and the Gillette Company tried to get an injunction against the Rea people, although they were not really the signors of the contract. In the volume above named Mr. Chancellor Boyd gives the reason why he refused that injunction.

This is the letter written by Macdonald-Chapman, Limited, wholesale grocers, with which Mr. Alexander Macdonald, a member of Macdonald, Crawford, Limited, is connected. It is dated Winnipeg, January 16, 1917, and is as follows:

P. A. Macdonald, Esq., Commissioner for the Government investigating the H. C. of L., Parliament Buildings, City.

Dear Sir:—

There are to-day in Canada certain firms who take what we think to be not only a very high handed but illegal stand in the policy of distributing their goods. For instance, there is the E. B. Eddy Company, manufacturers of matches. These people compel every wholesale grocer to sell their matches at a fixed price, giving the wholesaler a profit of from 17 to 20 per cent. or twice as much as any well conducted wholesale grocery business needs. If any wholesale grocer will not keep to this price Eddy refuses to sell them. Also refuses to sell any jobber who will handle matches made by any other firm either Canadian or American except those made by themselves. Our firm, for instance, here in Winnipeg, is unable to purchase any matches from the E. B. Eddy Company simply because we sell other matches which are just as good and at considerable less money, although we would be willing to adhere to the Eddy Company's price, which, as we stated before, is, we think, exorbitant.

Then there is the Canada Starch Company, also the St. Lawrence Starch and Sugar Company; these two firms control the manufacture of corn syrup and starches for Canada.

I fancy corn syrup is an article that is largely dealt in.

They also dictate a selling price at which the jobber is to sell and refuse to sell any jobber who will not agree by signing a selling price agreement to make the same margin of profit on any other manufacture of a similar line of goods they handle. These firms will not supply us with any of their goods whatever. We are willing to adhere to their selling prices, but their reason for refusing to supply us is that we handle Karo and crystal white corn syrup made by the Corn Products Company of New York. These goods we buy from the Corn Products Co., and are shipped from Argo, Illinois. We pay 62½ cents per hundred pounds duty on the syrup, 25 per cent. duty on value of the tins, 7½ cents war tax on the value of the goods as sold for home consumption, practically the same rate of freight, and we sell them delivered Winnipeg for fifteen to twenty per cent. less than the wholesale grocers of Winnipeg are forced by the Canadian combine to sell their goods at.

So it looks as if we could cut out this dictating of prices in Canada. The letter continues:

The Shredded Wheat Company are an American firm with a Canadian factory, who will not supply us with their goods because we sold some shredded wheat to a retailer in Winnipeg who sold at a reduced price to the consumer, and the Shredded Wheat Company refuse to sell us because we supplied the retailer with these goods. Since that we have bought the goods elsewhere and have cut their price down with the result that they refuse to sell any connections of ours from Fort William to the coast, although they are separate and distinct companies from ours.

The Cream of Wheat Company, of Minneapolis, is another concern that takes the same stand, except that they do not try to dictate a price at which the retailer shall sell. The Borden Milk Company of Canada to-day also have in force with the wholesale trade an agreement whereby no wholesaler can sell their goods except at the price dictated by them, nor can any wholesaler sell any other manufacturer's goods except at a price dictated by the Borden Milk Company, which we think exceedingly unfair and unjust.

The next paragraph is not of importance and I will not read it. The letter closes with this statement:

We have in our office here copies of all agreements referred to, and many letters showing, as in the case of the Shredded Wheat Company, where they have even gone so far as to write the Macdonald-Crawford, Limited, of Moosejaw, stating that if they supplied us with any shredded wheat, they would cut them off the jobbers' lists.

I have read the main part of the letter, and I am very much indebted to the firm of Macdonald-Crawford and to many other friends for information which has been furnished to me in these papers. After looking into the matter, I am able to make this statement that I have never met any person who can give an honest reason why this price dictation should be continued. Certain mercantile associations have passed resolutions, but they have given no reasons at all. I have in my hand an article showing the way in which a large association which met in the Chateau Laurier here in February last dealt with the matter. They had representatives from many of the wholesale organizations and retail merchant associations throughout Canada. They have only a word to say about the Bill. You drive a man who has a special privilege to the ground, and you will find he has no argument, but this is the report as distributed by the directors of the association:

Following this announcement a Bill was introduced by Mr. William E. Knowles, M.P., from Moosejaw, who is a solicitor, and consequently he has had no practical experience in commercial matters, and this measure is still before the House of Commons, awaiting the continuation of the session.

That is all they have to say about it. Their only reason is that I am a solicitor and therefore have no business in commercial matters. Therefore they dispose of the matter in, I am sure to them, a very convincing way. Further on they say:

The following is a copy of the Bill which was introduced by Mr. William E. Knowles, M.P., of Moosejaw, and which it is the intention of the trade to strongly oppose, and which they say places unfair restrictions on them and savours too much of the sort of legislation that the Kaiser has been imposing on Germany, and trying to impose on other nations.

God save the Empire. When you find a man with a special privilege and hunt him to the ground, he will generally shout loyalty, or something of the kind. Their two arguments are, first, that the Kaiser is doing it, and secondly, that the man who has brought in this Bill happens to be a very humble solicitor. The Printer and Publisher of March has an article on pages 15 to 17 opposing the measure, and the Printer and Publisher for April has an article on page 33. I have read these articles carefully and they give no arguments at all. Here is the whole of the Printer and Publisher's argument against the Bill:

Just here, is where Mr. Knowles and others fall into error; they declare that when a maker or seller has parted with his goods at an agreed upon price, his control over re-sale disappears; that he loses title in the goods when he sells them and is paid for them; and that re-sale prices are for the purchaser to determine and not for the maker to fix and enforce.

They say that is where I fall into error; I think that is where I rise into lucid vision I may be very dull—and no doubt I am but I am rather proud of the fact that I do believe that when a maker or seller has parted with his goods at a certain price his control over the re-sale does disappear I believe he loses his title in goods when he sells them and is paid for them, and believe retail prices are for the purchaser

to determine and not for the maker to fix and enforce. Their argument is no argument at all. Manifestly, if I pay for a Gillette razor, a price which pays the manufacturer for his invention, his patent, his control over the razor, his monopoly, because he takes all those things into consideration when he fixes his price, I have paid him for the charge he puts on all those things, and if they are things of value on the market, I have a right to cut that market price or not, just as if I owned a horse, I could sell it cheap. If I have bought and paid for a thing, it is the most Prussian thing in the world for any one to say what I shall do with it; I can give it away as a Christmas present if I like, because this is a free country.

The Minister of Labour the other day made up a list of some members of the House, some of whom, including my humble self, to whom he would not pay any attention, others, including the hon. junior member for Halifax (Mr. A. K. Maclean) to whom he would pay attention. I have here a copy of Industrial Canada which I would put in a class to which I would pay attention, and some day I will put the Minister of Labour in a class. Industrial Canada of March, 1917, has three full pages, 1284, 1285 and 1286, dealing with the measure, but I challenge any person to show that they seriously combat the Bill. They give their reasons in methodical order. They take the case of an Ingersoll watch and they say: If you allow it to be sold as cheap as a man can sell it, there will be no Ingersoll watch in the world, because the price will be cut down so that no one will buy it. Because a thing that is sold in the open market, the fact that a man is selling it as cheap as he can, does not remove it from the market. Men will buy Ingersoll watches if they are worth the money, and if they wish to buy those watches, they should have and always will have those watches if they are good buying and will compete with other watches. This article deals with the manufacturer's right to fix retail prices, and it is classified into three parts, the viewpoint of the manufacturer, the viewpoint of the middleman or the retailer, and the viewpoint of the consumer. Here is all they say in their article of three full pages, comprising six columns:

Consumers have declared themselves on this question of price maintenance, and have endorsed the position of manufacturers of standardized, identified goods in their desire and effort to have resale prices fixed and enforced. Let the following two illustrations of the consumer's attitude suffice for this time.

Then it goes on to say that Mrs. Christine Frederick, of the Ladies' Home Journal, gets some answers and the National Housewives' League some others, which convince them that the consumers did want it, and they rest their case entirely on the desire of the consumers that the dictation of the prices should continue. We can assume that this is their strongest argument, and it would be well for any hon. gentlemen who take an interest in this Bill to read what is to be found on page 1284 of Industrial Canada for March, 1917. My whole point is this, in the labor market, in the market the farmer has to cater to, in the market the professional man has to cater to, and every other market, there is no reason why men should not be allowed to sell goods as freely and as cheaply as they wish. If a man can sell his goods cheap, let him do so. If we carried out this principle of dictating prices, not only as far as in the agreements I have read, but universally, the consumer would get no benefit whatever, from the ability and cleverness of the merchant, and the merchant would have no motive to prompt him to reduce his overhead and develop a large trade. What we want in this country is to encourage in the widest possible way the merchant who makes up his mind to his business, to be more vigilant, to live more economically himself, and to attract the largest possible trade to his store. We want to encourage the man who will say, "My prices will be so attractive that people will come to my store. I will attract such a large volume of business and look after it so carefully that I shall be able to sell cheaper than my competitors." But if you eliminate that and allow the price at which the merchant can sell to be dictated, the consumer gets no benefit, and I say the consumer has a right to freedom of trade. If the Macdonald Crawford Company, to use as an illustration, or any other great wholesale house in Montreal or Toronto, desire to sell a little cheaper than other wholesale houses, why should not the consumer be allowed the benefit of that? Surely some merchants can sell cheaper than others. The clever merchant who attends to his business and is frugal can sell cheaper than the extravagant man who is not attending so closely to his business. If the price of all commodities is to be dictated like the price of a postage stamp, the consumer will get no benefit at all, and I repeat, the consumer has the right to the benefit of competition in every article of trade. I have had resolutions from a great many labor organizations approving of this Bill. I believe the dictating of prices has been carried on to such an extent in this Dominion that it has become a source of peril. These price-dictators think they have a right divine, and that anybody who touches them is laying his hands on the Ark or something of that kind. I hope the House will be an iconoclast in that respect, and will see as I do, that the dictating of prices is becoming a vicious system in this country. I therefore move the second reading.

Mr. Blain: Does the information that my hon. friend has go to show that the fixing of prices is carried on in Canada to any great extent?

Mr. Knowles: Yes, it is very general.

Mr. Blain: I differ from my hon. friend. I think it is carried on only to a limited extent, particularly in the Province of Ontario.

Mr. Knowles: It is carried on very extensively, not always by way of signed contract, but by way of undertanding. Take, for instance, the Jaeger Wool Company or any other large clothing house. I am told by merchants, and I have talked with many, that they get a list of the prices at which the articles are to be sold, and if they deviate in any way from those prices, they will lose the agency, and the same thing applies to a great many kind of boots and hats and other articles of clothing. The way the price of sugar is dictated is an outrage. In Moose Jaw we can buy sugar made in Vancouver cheaper than the people of Vancouver themselves. In Calgary the price is dearer than in Moose Jaw, but cheaper than in Vancouver. The further you get away from Redpath sugar the cheaper you can buy it. Some of these people seem to think they own the earth, and I feel it is my duty to do what I can to smash the system.

Hon. C. J. Dougherty (Minister of Justice): I have followed the argument of the hon. gentleman with a great deal of interest, and if I have correctly grasped it he seeks to have this legislation enacted because he looks upon any agreement for the fixing of a resale price as unreasonably restraining or interfering with competition. As I understand the law as it stands at the present time, any contract that unreasonably restrains trade is already an unlawful contract, and is already covered by a provision of the Criminal Code, so that if the different agreements which the hon. member has read do, as he contends they do, unreasonably restrain competition in the sale of the goods concerned, why then the parties entering into them are under the law as it stands at present, guilty of an offence. If I understand the effect of his amendment it will be to withdraw from the consideration of the court, to whom the matter might be referred, the question whether any particular agreement in which a resale price is fixed does or does not unduly or unreasonably operate in restraint of trade or to reduce competition—in other words, to prejudice the consumer and to determine absolutely by the law itself that the mere fact of a stipulation under any circumstances whatsoever fixing a resale price being contained in a contract makes the entering into that agreement an offence.

Mr. Knowles: What is the section my hon. friend refers to?

Mr. Doherty: Section 498, which says that every one is guilty of an indictable offence who does a variety of things, and the last one mentioned is the one, I think, under which my hon. friend's Bill would come, if it be true that any agreement under any imaginable circumstances for the fixing of a resale price operates to produce the consequences which he asserts he does. The section says that every one is guilty of an indictable offence who combines, agrees or arranges with any other person.

(d) to unduly prevent or lessen competition in the production, manufacture, purchase, barter, sale, transportation or supply of any such article or commodity.

Now, if I followed the hon. gentleman's argument rightly, he contends that any stipulation fixing the resale price of an article should be prohibited because it does unduly lessen competition in the sale of an article. If he is right in that contention, then the law already deals with the case that he has in mind. If I point that out, it is not because I desire to proceed to say that he is right in this contention; or, on the other hand, that he is wrong in that contention; I do not want this evening to discuss that question. But I would like to put quite clearly what the proposed legislation is. It asks this House to determine that in all cases, without regard to circumstances or conditions, the mere stipulation by a vendor when he sells his goods that the purchaser shall not re-sell them at less than a fixed price is something that unduly and unreasonably lessens competition and prejudices the consumer, and therefore should be prohibited, and the person who enters into such an agreement should be treated as a criminal. The question, therefore, that this House has to pass upon in considering this legislation, is whether it is justified in indicating that the stipulation of a fixed price is in all cases one which prejudices the consumer by unduly lessening competition or by unduly enhancing the price. If we pass this legislation, Parliament will hold that to be the case, without regard to circumstances and conditions. The difference between the law as it stands to-day and as it would be should this Bill become an Act, would be that, whereas to-day a man may be convicted of a criminal offence if he stipulates a retail price and this produces the result indicated by the hon. gentleman, after this law is passed he would be liable to punishment, even though in that particular instance he could show that the stipulation of a retail price did not produce any injurious consequence. To justify the proposed legislation, therefore, Parliament ought to be convinced that in all cases, without distinction of circumstances, the mere stipulation of a fixed retail price operates wrong to the general public.

Now, I am not prepared to say that it does. The hon. gentleman seems to think that it does. I am not going to say this evening that he is not correct in saying that, but I have endeavored to make it clear just what it is that Parliament is asked to do, for the purpose of impressing upon all who have to deal with it the importance of this proposition. This question, which the hon. gentleman dealt with in introducing the Bill, even before he introduced his Bill, had been engaging the attention of the Government in connection with the consideration of the general questions bearing upon the high cost of living. I think the Minister of Labor has given the matter very special attention, and I have given it some little consideration and some little study myself. Of course, like the hon. gentleman (Mr. Knowles), I labor under the disadvantage of being a solicitor, and therefore in a class that, according to some people, cannot be expected to know anything about business. But I have endeavored

to look into this question, both into the question of how the law stands at the present moment upon the subject, and the question whether or not the mere stipulation of a retail price necessarily and in all cases unreasonably enhances the price to the consumer, or unreasonably lessens competition in the sale of the article. I am free to admit that I have not been able to reach as clear and definite a conclusion on this subject as the hon. member seems to have reached. I do not wish to convey the idea that his proposal does not meet with a sympathetic reception on my part, so far as its purpose is to prevent unreasonable or undue enhancement of prices, or to prevent the doing of anything which will hinder or lessen competition in the sale of goods. If I could satisfy myself that in all cases and without distinction a stipulation to fix a resale price produces either of these results, I should be prepared to accept the principles of the mover of this Bill. I have not been able to reach that conclusion, nor have I been able to reach the contrary conclusion, either. The matter is one which, in my judgment, calls for careful consideration. And, as I have said, it has been receiving that consideration. In considering the matter, one question has struck me as worthy of serious thought, and it is this—whether the best way to deal with such evils as may result from contracts of the kind the hon. gentleman has cited is to deal with them as matters of criminal law. What we want to get, after all, is the prevention of such evils as may result from contracts of that kind, and it is not quite clear to me that the best way to secure that prevention is to make the person who enters into a contract of this kind a criminal, and the entering into that contract a crime. Because, immediately your remedy is in the criminal law, that is when you depend upon means operating by the deterrent effect of punishment of particular people, you must depend upon public feeling against the man who enters into a contract of the kind that is prohibited. I think I am safe in saying that the practical experience of the criminal law, as it stands, which makes it an offence to combine or enter into an agreement to unduly enhance prices or prevent or lessen competition, has not been of a kind to encourage people to have recourse to that method of correcting the evil. Juries, naturally, are apt to be slow to find guilty of crime persons who have entered into agreements of this kind, which by many, at all events a certain class of people, are looked upon as perfectly legitimate. It is not clear to me that it would not be better to legislate looking to the prevention of the carrying-out of agreements of this kind. That is a question which I only put forward for consideration. It is one in regard to which I will not go farther than to say that it means that there is a good deal to be said in support of the proposition that it might be better to look to legislation to regulate and control the effects of agreements of this kind for the remedy of the evils which might result from them rather than to criminal legislation. It is perhaps true that it might be well to provide both remedies. I am not for the moment presenting any absolute opinion upon the question, but I think it is a question that calls for careful consideration in connection with this legislation. I would like to say further that quite a number of people, representative of the different classes of the business community in this country, have, since the hon. gentleman introduced his Bill, in writing to me, asked for an opportunity to be heard. Probably a committee of this House would be the best method of hearing what they have to say upon the practical results which they believe would follow upon the enactment of this legislation. It is not unfair that that opportunity should be given to them. I fancy that all hon. gentlemen would agree in thinking that it would be fair that before we proceed to enact this legislation, which is going to create a new crime, we should give an opportunity to those who may be affected by it to be heard upon the question. Both because I and my colleagues would like to give some further consideration to the subject matter of this Bill, more particularly to the evils which the hon. gentleman thinks he is going to remedy, and to the question of remedying the evils in so far as they exist, and furthermore in order that we may have an opportunity of providing means by which the parties who may be affected by this legislation may have an opportunity of being heard, I would desire to move the adjournment of the debate.

Mr. Knowles: May I ask when we will hear anything more of it?

Mr. Doherty: It is not with a desire to prevent the matter being dealt with. It is not impossible—I make no promise in that regard—that legislation will be introduced to deal with this matter on the lines which I suggested a few moments ago and which will, perhaps, even in the judgment of the hon. gentleman, meet the evils that he seeks to meet. If it proves to be so, perhaps his Bill might give place to that. But, if, on the other hand, it does not, I am quite prepared to assure him that I am not seeking to get rid of his Bill in any indirect way and in moving the adjournment of the debate, it is not for the purpose of getting rid of this question. It is sincerely for the purpose of enabling us to give it the study that it deserves and to give those who may be affected by the proposed legislation the opportunity which they have asked for, to be heard. If no other legislation is proposed and no other method is found of dealing with the matter in a manner that may be satisfactory, and which will give the hon. gentleman an opportunity to go on with his Bill again. There is no desire to get rid of his Bill otherwise than by having the question involved in the submission of this Bill passed upon by Parliament.

Mr. Knowles: I do not suggest that the minister is endeavoring to delay me in any manner at all. The only point is that I do not know whether I shall be here in the future. I may not be here after a week from now.

Mr. Doherty: I will be very glad to meet the hon. gentleman and do my best to arrange that he will have an opportunity at a time convenient to himself. But, frankly, I do not think the House will proceed to pass this into law without giving—

Mr. Knowles: The second reading is not law.

Mr. Doherty: It will not take a very long time to pass it through its second reading. We will not be very much farther advanced because it has had its second reading. The passing of the second reading is supposed to involve the acceptance of the principle of the Bill. The whole principle of this Bill is that under no conditions or circumstances—

Mr. Knowles: It is not the principle.

Mr. Speaker: There is a motion to adjourn the debate and it is not debatable. I had hoped that it might be terminated by natural process.

Mr. Graham: If it could be understood that this matter would be taken up again it would be satisfactory to adjourn it, but without an understanding of that kind it disappears. As I understand, it is probable that the Minister of Labor (Mr. Crothers) will have a Bill on this line. If we could have an understanding that these two Bills would be referred to a special committee of the House when the Bill of the Minister of Labor came up in order to give the people that the Minister of Justice mentioned a chance to be heard, there would be no difficulty.

Mr. Doherty: I do not think there will be any objection in agreeing to that. If the Minister of Labor should not deal with the matter by any other Bill, this Bill might be referred to the committee to be dealt with. If the hon. gentleman (Mr. Knowles) will look at the Order Paper that deals with the high cost of living, he will find that, at all events with regard to the necessaries of life, the provision contained in his Bill is in effect the provision contained in that Order-in-Council. I beg to move the adjournment of the debate.

Motion agreed to and debate adjourned.

Enormous Crop of California Valencia Oranges

A Million and a Quarter Boxes in Excess of Last Year's Crop—Prices Will Probably Rule Fairly Low—Orange Sizes Fairly Small but Quality Extra Good—Prepare to do Big Orange Business

WHEN the California Valencia orange season opens in real earnest, it will open on one of the largest crops of this variety ever shipped from the State. It is estimated that there will be somewhere about 15,000 carloads of Valencias and probably another carload of Seedlings and Mediterranean Sweets. This is compared with the crop of last year which roughly totalled 11,500 cars. This shows an increase of some million and a quarter extra boxes of Valencia oranges.

With an extra million and a quarter boxes, with no more people to sell them to, it is a fact beyond the possibility of dispute that these oranges will be fairly cheap. That is surely the merchants' chance to get after business. Oranges and bananas are the two most universally known and used fruits on this continent, and the merchant will do well to keep this thought in mind, and when he is planning his summer campaign, plan to build up a trade in oranges.

The quality of the crop offering is reported to be very good, probably 75 per cent. grading Number One. That is to say, they will be a practically flawless orange. The 25 per cent. remaining that grade as Number Two, do so, not because of any lack of actual quality, but mainly as a matter of skin texture, some little abrasion on the skin that in no way effects the quality of the fruit. The early shipments of these oranges will run very heavily to small sizes, but it is expected that by the time the season is in full swing the sizes will be about normal.

The last cars of navels are now leaving the State, and even some cars of Valencias have arrived. Of course, the navels, being the end of a crop, are much superior to the Valencias, which are only beginning. The latter have, however, the advantage in keeping qualities. There will probably be navels available for two weeks yet, by which time the Valencia orange movement will be in full swing.

B. C. Travelers Stage Carnival

Immense Crowds Spend Week of Riotous Enjoyment — Substantial Sum Raised For Laudable Object—Miss Josie E. Siddons Reigns as Queen of Vancouver War Dance and Carnival.

SOME time last winter there grew up in the mind of some Vancouver grocery salesmen that something might be done to provide money to meet the needs of some of the returning soldiers. Harry McKelvie, N. S. Rattray, D. M. McDonald and A. R. Kelly, were the prime movers in the idea. But the almost limitless possibilities that open up on the consideration of the idea some gave it a wider scope.

For some time the grocery salesmen managed to do all the work themselves, but as the task became heavier it was decided that all commercial travellers calling Vancouver their home, and there are 1,200 of these, should be enrolled in the association, which was afterwards incorporated under the Benevolent Societies Act, under the imposing title "The British Columbia Commercial Travellers War Dance and Carnival Association."

The optimistic forecasts of those interested in the Carnival were more than realized. The weather favored the venture and considerably over 100,000 persons were present, and the funds gathered for the fine object that was behind the whole venture netted a handsome total of about $40,000.

Early in March fourteen young ladies were nominated by fourteen of the larger business houses in Vancouver. There were to be elected one Queen of the Carnival and four Maids of Honor. The successful nominee for the high post of the Jabob Queen was Miss Josie E. Siddons, employed by Messrs Kelly, Douglas & Company, Limited, wholesale grocers. Her election was made certain by the retail grocers of British Columbia, Alberta and Saskatchewan, who poured thousands of dollars into her fund, contributing a total of $6,050, rolling up 3,050,000 votes, there being 100 votes for ten cents.

Miss Siddons was crowned Queen of the Carnival on May 2, the opening day of the Carnival. She reigned as Miss Vancouver, Queen of the Carnival, during the entire week. She was crowned by Mayor Malkolm McBeath, and the opening day was made a civic holiday.

The Georgia Street viaduct, a handsome structure crossing the C.P.R. freight sheds, and linking one end of the city with the other, was loaned by the city for the occasion. This measures 2,872 feet by 66 feet wide, and for a "land bridge" is one of the largest things of the kind in Canada.

There were many entertainment features, but perhaps the greatest of all was the crowd itself. Such a surge of confetti throwing people, such a throng of dancers,—there was an open-air cabaret which 1,000 people danced at once—so numerous the side shows and the speculative wheels—that perhaps the crowd enjoyed itself as much as anything else.

There were two unique features, deserving of special mention. One was the nomination of candidates for Queen of the War Dance and Maids of Honor; the other was the fact that every visitor to the carnival got a free gift for his or her fifty cents paid admission.



MISS JOSIE E. SIDDONS,
Elected Queen of the Vancouver Carnival by an Overwhelming Majority.

Another important and very pleasurable feature of the carnival was the fact that fully twenty-five thousand Americans came over to Vancouver from Seattle, Portland, Bellingham, Blaine, Spokane and other cities on the other side of the "imaginary line." The Shriners of Tacoma sent over their splendid band, and there were seven other bands contributing to the gayety of the days and nights. All the old reliable standbys of exhibitions and fairs were in evidence; and taken all around it was a huge success.

One notable historical event was pulled off when the military forces of Canada took part in the flag raising ceremony. The flags of both Canada and the United States were broken from the peak, to the tune of Canadian and United States national anthems, while soldiers from both countries presented arms.

The attendance was estimated at about 125,000 persons, which is, at the present time, the population of Greater Vancouver.

About Margins, Turnover and Profit

Some Suggestions For Finding the Relation of Each to Others—Fugitive Ideas on Other Items of Interest.

By Henry Johnson, Jr.

LAST October I got a letter from a grocer in Aberdeen, Scotland, in which, among other items of lively interest, he mentioned a lot of 30 dozen American canned pears he had received in January, which at time of writing, Sept. 16, 1916, were nearly all sold.

I made a very rough sketch of how he came out on those pears, and it seemed to me then that, using our customary rule of averaging expenses, he lost money on the deal. Of course, I was guessing at his cost and selling prices, for he had not stated them. I had hoped to hear further from him with an indication of his views; for I know those grocers over there are apt to have figures down to a much more authentic basis than we have. But I imagine that he has had his hands rather full, for he has said no more.

So I have made another sketch, taking present California quotations as the basis of cost, $2.40 per dozen, and figuring nine months' time for the clean-up, and I'd like much to have some views on this from others.

Proper Margin on Sluggish Semi-Luxury

With him this item is a slow mover, and always it is a semi-luxury. Hence, it properly must bear a margin wider than staple goods. So I figure on a 33 1-3 per cent. basis. Thus the lot, costing $72.00, retails for $108.00. What is the net earnings in money and percentage?

Rental will average around 2 per cent. on his stock; but this item occupies little room compared with its compact bulk, so I take 1 per cent. per month for rent. Nine months would be $6.48, but as the stock is moving steadily, I cut that in two, and figure $3.24. Then there is 6 per cent. interest on the $72 for half of nine months, or $1.62. Next, take 1 per cent. on the sale for depreciation, $1.08. Perhaps the shrinkage should be included in the last figure, the final expense percentage; but let it go that way for an extra buffer. But I figure the general expense-percentage at 20, or $21.60; and I take that so high because the luxuries and semi-luxuries must bear a high expense-ratio commensurate with their wider margins to off-set the narrow-margin staples of which we all know.

Now, if we add all these costs, expenses, etc., together we find a total of $99.54; and taking that from our gross sales of $108.00, we have a money-net-profit of $8.46; or 7 5-6 per cent.

I sure do wish some of the keen grocermen who read this dope would tell me whether this analysis looks good to them or not—and in any case WHY. I think it would help the cause along a lot.



The Queen of the Vancouver Carnival in Her Royal Coach.

Grocers Groping Upward Toward the Light

In a market where standard tomatoes are costing the retailer $1.65 to $1.75, I find grocers getting 15c, and in a few instances 18c the can. Modest enough, surely; considering that this yields only 8½ per cent. and up for gross margin on the $1.65 cost. But yesterday I noted an interesting condition.

The keeper of a very small store who does all his own work, does not deliver and has been located among his present customers for upwards of a dozen years, sells many high-grade goods. Solid pack tomatoes cost him to-day $1.90 the dozen. He is getting 20c for them, and thus realizes 20 5-6 per cent. on present costs, though he owns his stock on a much lower basis. He is a wise, genial, non-arguing kind of man. Pursues his way quietly but steadily and self-containedly. I think he strengthens his position considerably by advising his customers not to buy too much, and he puts an embargo on the sale of more than a few cans to each. Looks like good psycholoy to me. And, of course, he is in preferred position to stand a trade-siege, being without much expense. I omitted to ask him what business he does.

Less than two blocks away is a strictly high-grade, high-service store. None of the principals was in; but I learned that Richelieu tomatoes were held at 25c the can. Probably they would cost over $2.00 the dozen to-day; but very likely he is realizing all of 30 per cent. gross margin. This store is well kept, stocked with goods of choice character which are kept in fine order—clean, fresh-looking labels. The place radiated prosperity—indicated that there was plenty of trade of a satisfactory character; and I have noted that it has looked that way for over ten years.

Along another block is a grocer who sells around $130,000 annually, who has been in the one location for 17 years. He is getting 18c for tomatoes which he can buy now for $1.65; so this shows him nearly 23⅝ per cent. margin. This man knows what he is doing all the time. But his expense runs from 18 per cent. at best to over 20 per cent. at worst. He is laid out for a large business which present conditions bid fair to curtail. So he is dubious and anxious about the future . He does not realize the net to which he properly is entitled.

Which Business Looks Best?

None of these men is going to fail. Of the three, the second would be my choice. But when you get down to first principles, the first man is the best situated to cope with prevailing conditions for he can stand a bread-and-water business diet better than either of the other two. All of which verifies the foresighter jobber's statement; that to-day is the day of the small man—that the present is a small dealer's market.

But the really most encouraging feat

(Continued on page 37)

Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

Lesson No. 4

AS you go from town to town, or from city street to city street, and observe all the various kinds of show cards and types of lettering used on these cards—some good work, some poor work—it makes one wonder where all these different varieties of work originate.

We are not speaking now of that class of card which has "Home Made" written all over it—the kind that is done with a box worker's outfit or from a piece of a shoe box with ordinary writing ink daubed on with a five cent camel hair brush—but well executed cards by people who really try to turn out creditable work.

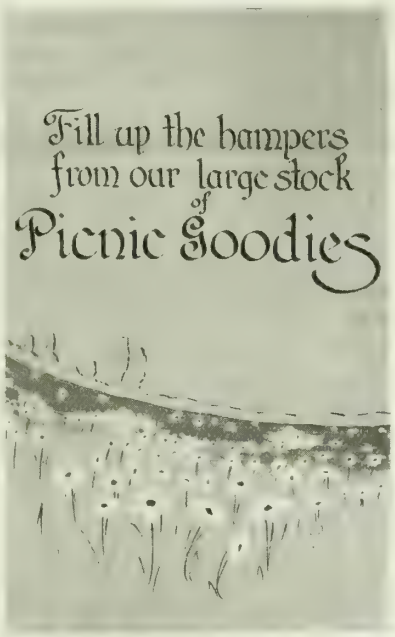
Scarcely any greater variety of cards could be found than right here in Toronto, on Yonge Street, and a stroll in that direction will suffice to prove this to the observant.

Many stores have ideas in their show cards as well as in their business methods. You will note a store that features small, neatly lettered cards in Roman type. This is carried out throughout the entire series of windows. Another store features large cards, employing a heavy style of Egyptian lettering. Smaller stores vary in style, some having many large cards with very elaborate drawings and air brush shadings while others stick to smaller cards of a class of lettering which they try to keep exclusive to their stores.

The professional card writer has so many and such varied demands on his ingenuity in order that the cards of each customer may differ from those of the man next door that he is obliged to keep himself well posted on all styles of lettering and show cards.

Make it your business, therefore, to study every branch of the art so that when called upon in an emergency you may not be unprepared.

With this end in view we are compiling another series of articles on the subject. Each lesson will show new styles of lettering along with some other idea calculated to bring out your talent in this line.



It is to your advantage, therefore, not to miss a single lesson. You will derive as much or more benefit from this course as you would from one for which you had paid a fifty or sixty dollar fee.

An entire outfit is not necessary to the profitable following of these lessons. This month's requires very few tools, all of which have been used previously. They are: Two sizes of round-writing pens, Nos. 2½ and 1½; an ordinary drawing pen, ruler, carbon paper, waterproof ink, and transparent colors.

The style of alphabet we are featuring this month is one which is very practical for fancy cards. This form of lettering has an exclusive appearance and can be accomplished very speedily after the formation is memorized. The round-writing pen is used for making these letters and each stroke is made with one stroke of the pen. No outlining is done at all.

The Chart

"A" shows a six-stroke letter, all of which are curved. There are several familiar strokes in this which have been used in other letter formations. You will find that "A" needs a great deal of practice. Strokes 2, 3, and 4 require special attention.

"B" is another letter with all curved strokes. The four-stroke combination, 4, 5, 6, and 7, should be paid special attention to for practice work.

. The formation of the "C" is similar to that shown in previous alphabets. Be sure to bring stroke 1 out further to the right than the upper part of the letter. This is important.

Strokes 4, 5, and 6, of "D" appear as one continuous stroke. Note the small cross-bars which indicate where the strokes should be joined. Practise this letter many times.

"E" is a letter with a nice swing to it, which makes it easy to learn. All the strokes of this letter are good material for practice.

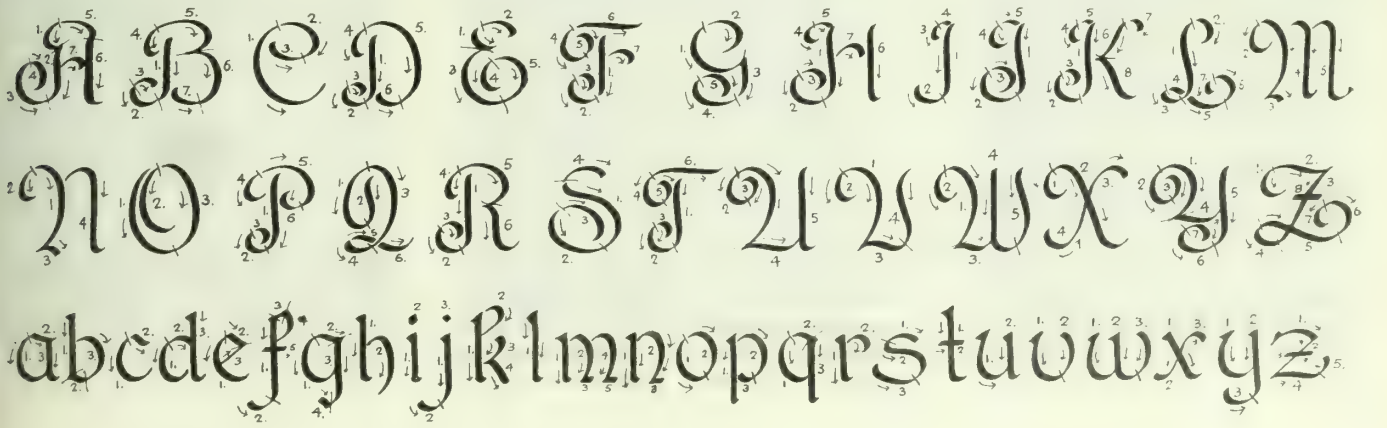
"F" shows an entirely new letter formation and a lot of practice will be needed, in order to perfect it. Combination strokes 4, 5, and 6 are excellent for practice work.

"G" is another all curved letter of very graceful formation. Note the relation strokes 1 and 2 have with one another.

"H" shows an entirely new formation. It requires six pen strokes to complete this letter. The combination of strokes on the left hand side of the letter should be practised quite often in order that they may be made correctly.

The strokes which go to form the letter "I" are shown in the letter "H." Practise often.

"J" is the same formation as the left hand section of the "H." These all-curved strokes require much attention.





"K" shows the "J" strokes with strokes 6, 7, and 8 added. Practise often the last three strokes mentioned.

All strokes of "L" require much practice. Note how strokes 4 and 5 break at stroke "I."

"M" is an entirely new formation. Practise well strokes 1, 2, and 3. Strokes 4 and 5 are the same formation.

"N" is the same formation as the "M," with stroke 5 omitted.

The three strokes of "O" are quite familiar. Practise often.

"P." Stroke 1, 2, and 3 of this letter appear frequently in previous letters. The combination strokes 4, 5, and 6 should be practised often.

"Q." Here is a new style letter for you. This shows a lot of familiar curve lines in a new letter formation. Practise combinations strokes 1 and 2 together.

"R" has six trokes, and is very much like the "P." The only difference being in the stroke 6. Practise several times.

"S," like "C," has a formation which has appeared in previous alphabets, but nevertheless should be prastised.

"T" is the same as the "F," without stroke 7. Strokes 4, 5, and 6 need a great deal of attention.

"U" shows an entirely new formation. It will have to be practices many times in order to be made perfectly.

"V" also is a new style. Practise often stroke 4.

"W's" formation is a combination of the "U" and "V." This letter needs as much practice as any in the chart, so don't neglect it.

"X" is formed with four strokes of the pen. With practice, strokes 3 and 4 can be made as one stroke.

"Y" shows a very difficult letter to form, and requires application. Note the 5 , 6, and 7 combination.

"Z" shows a letter with eight distinct strokes. This letter cannot be mastered unless much time is spent in practising it. The lower case does not differ as widely from the previous letter formations as does the upper case, so a detailed explanation is unnecessary.

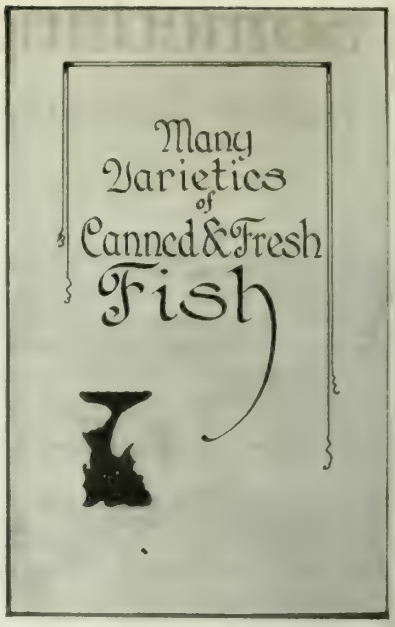
Note where spurs are used they are made on the slant. Watch little individual traits in this lettering in order to get the best effects.

Note that all strokes are numbered and each stroke should be made in its turn according to its number, and the pen should be drawn in the direction in which the small arrows are pointing.

As we said before, use a round-writing pen to do this lettering and use a black carbon ink. Wash out the pen thoroughly each time and the life of the pen will be doubled besides getting better results.

The collection of completed show cards gives a fair idea of how the lettering illustrated this month appears in the completed work. You will notice that the upper and lower case letters are used together. Under no consideration use all upper case letters to complete a word

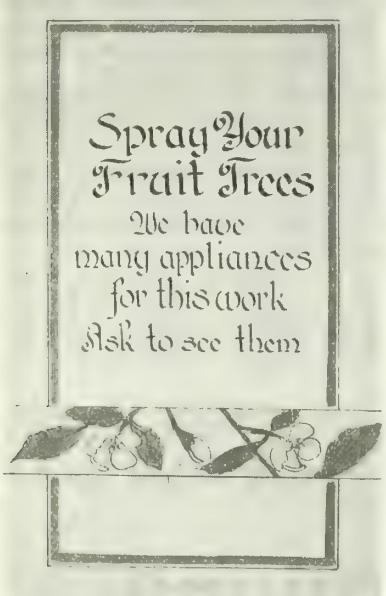




For our feature tnis month we are showing on our show cars hand-drawn colored work. This work is one of the most important branches to the successful cardwriter and much time spent on it is a big step in the right direction. We do not claim any great art work in these because they are all copies of some sort or other. If not exactly transferred with the aid of carbon paper the ideas were gotten from some paper, magazine, or journal. So you can make them as well as can any one else. Just follow these descriptions: —

The "Daisy" card is on grey cardboard. The drawing was first sketched out roughly with pencil. Then the grey shading was washed on as shown. When this was dry the white daisies were painted with ordinary cardwriter's white. The stocks were put on in black with a pen, and the centre of the flowers are touches from a black brush. It is simple, but effective.

The "Butterfly" card is simple. Hand drawn with black waterproof ink and

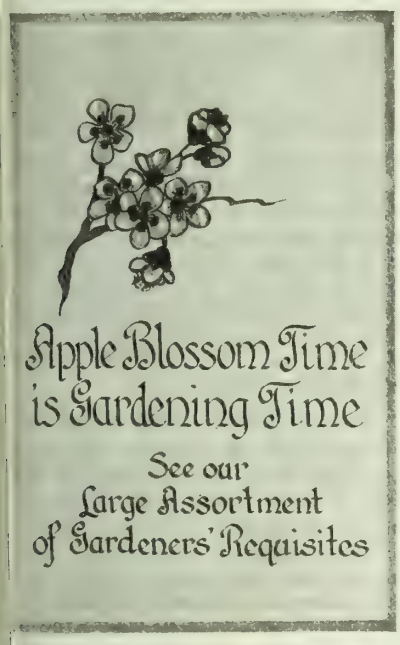




fterwards colored in bright butterfly olors with transparent ink.

The "fish" card shows a drawing of ıore or less of a conventional nature, ut would make a good card for this urpose. The drawing is in black and





c be colored with yellow, red, or green. Fruit Tree" card shows a drawing of a ple blossoms across the bottom of the c d. The background of this drawing is p e blue; the blossoms are pink, and the l ves are green. Transparent colors u d for coloring.

Tools" card shows a conventional d wing of a bay tree. This was taken f m a catalogue and traced on by means o carbon paper. The leaves are colored g en and the pot brown.

he "Summer Style" card shows a w y dainty drawing of a swan scene. T s was sketched with pen and black i and the water was afterwards col- o l green.



The "New Style" card is an exceptionally fine illustration of this work. The idea for this was gotten from a postcard, but it is a free-hand drawing. It was first sketched in black. The leaves and stalks are colored in green and the flowers a pretty shade of pink. This makes an excellent card for present season's showing.

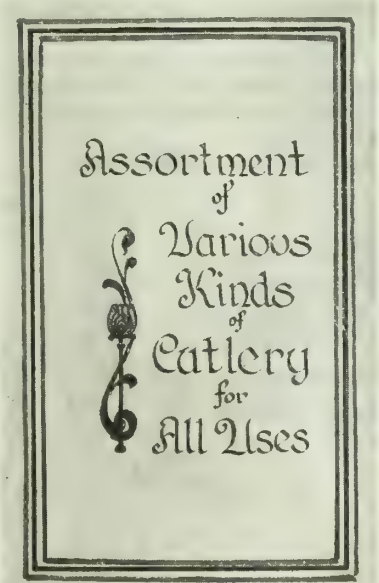
"Apple Blossom Time" card shows another spray of apple blossoms put to good use. This idea was taken from a cover paper sample. Natural colors of pink and green are used.

"Green Groceries" card is an excellent design for almost any use. This idea was taken from one of our week-end papers.

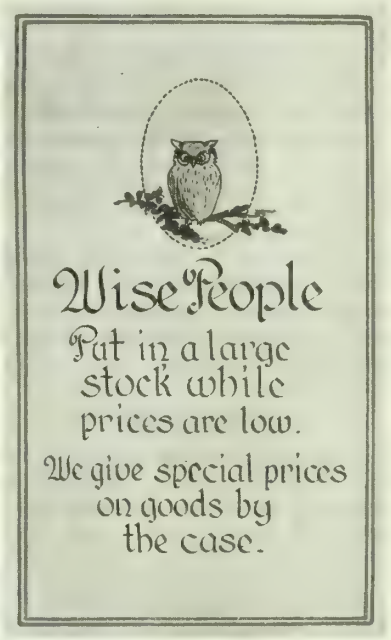
The little "Oriental" card shows a drawing of a Chinese lantern. This is quite in line this season in view of the Oriental tendency in prevailing styles.

"Wise People" card shows a drawing taken from a private greeting card sample. The background is blue, with a green branch and brown bird.

The "Cutlery" card shows a small decorative conventional drawing of a flower with a scroll worked around it. Blue flower and green scroll.







CONSCRIPT COLD STORAGE AND STOP FOODSTUFF GAMBLING

Mr. A. B. McCoig, M.P. for West Kent, will shortly make two important proposals to the Government in connection with the increased cost of living. He will urge the practical conscription of cold storage plants and the taking over by the Government of their control and operation. He will also propose a war-time amendment to the Criminal Code, making it an offence punishable by imprisonment, to gamble in foodstuffs and other necessaries of life on stock-broking exchanges or otherwise.

Figures to Help "The Other Fellow"

When Costs of Doing Business Can be Worked Out For the "Average Grocer" All Over Canada—More Detailed Returns Show Interesting Contrasts in Expenses.

Third article in Series on Costs of Doing Business.

IN continuing this intimate, family talk on the Cost of Doing Business this week, we want to extend to all the readers of CANADIAN GROCER not only a cordial but a very urgent invitation to send in to us reports of their own business operations.

Many of you have been reading the returns from a few of those who have sent them in, and you have profited by them.

You have seen what it costs the merchant in a place of 1,000 people to deliver goods, to pay his clerks, to rent his store, to keep up his insurance, and his advertising; what he allows for depreciation in his fixtures, his horses, or his delivery car; what his total expenses figure out in terms of the percentage of his turnover, be it 11, or 12, or 14, or 16, and so on.

It has, we doubt not, been of help to you in checking up your own costs; it has, perhaps, suggested to you points where you were paying too much, or items of cost for which you were not allowing enough in working out your own costs.

After reading the last article, for instance, you may have been led to charge up your own salary against the costs of doing business, to have made an allowance for rent where you owned the store, or to have paid yourself interest on the amount of capital you have invested in your stock.

If so, the articles that have appeared already, and others that will follow, will have accomplished what they were intended to do, in helping our readers to place their cost system on a more accurate basis.

An Obligation on All

But there is something more in these days than receiving help: more and more as the days of the war lengthen out into three, or it may be four years, we are being taught daily that we have an obligation to "the Other Fellow." The men overseas are paying it, and a thousand times more, to us; on every hand we will be finding the opportunities at home opening to us, in social and in business life, and we would suggest that in a very small way, and it may be in a somewhat selfish business way for all of us, there is an obligation to impart to the other grocers of Canada such information as our books contain that will prove of help to them in placing their own businesses on a stronger foundation. This can be done by each merchant filling out the blank form that appears below in order that others may study the results you have achieved and may perhaps model their method upon yours.

Figures Absolutely Confidential

The figures that are received by CANADIAN GROCER are treated as absolutely confidential. Not a hint has been given in the articles that have appeared so far, nor will there be in those that come later, of the name of the merchant whose returns are being submitted, nor even the name of the place in which he is located. So that you may submit the figures of your business in entire confidence that no one will ever learn of them as applying to you.

Working Out Final Results

The reason that CANADIAN GROCER is urging a general response to the inquiry on the Costs of Doing Business is that it will be impossible to work out any final results that will be authoritative unless we have not only hundreds but a thousand or more replies, covering places of all sizes in Canada, and businesses where the turnover runs from very small to very large figures. This point all will readily appreciate.

For instance, consider how valuable it will be to the grocers of Canada to learn that in a thousand or more stores the average salaries work out at such-and-such a per cent. on the turnover; that the delivery costs average so much; that the average grocer allows so much for depreciation; that the average grocer finds that his costs of doing business work out at 14.5, or it may be 15.3 per cent. of the turnover; and more than that, that you have laid before you the figures for Mr. Average Grocer in places below 1,000, those between 1,000 and 5,000; those under 20,000 those above, and so on.

Help us, then, to establish these figures for the average grocer by filling in the blank that appears on this page.

Having spent so much time on our exhortation, that in this case came at the beginning instead of the end, there is space now only for a few deltailed returns that have been received from some of our readers.

A Town Under $6,000

	Amount	P.C. of Turnover
Rent	$ 500	2.
Salaries	1,000	4.
Advertising	100	.4
Delivery	1,000	4.
Heat, light, current	200	.8
Insurance, legal, taxes	200	.8
Bad debts, depreciation	100	.4
General store expenses	200	.8
Total cost of doing business	$3,300	13.2
Turnover	$25,000	
Percentage of turnover	13.2	

Suggestion for reducing costs: "Cut the delivery out."

A Town of About 100

	Amount	P.C. of Turnover
Rent	$ 240.00	2.18
Salaries	1,212.00	11.
Advertising	4.65	.04
Delivery	None	
Heat, light, current	63.91	.58
Insurance, taxes, legal	90.00	.8
Bad debts, depreciation	75.00	.68
Interest	128.42	1.17
General store expenses	125.00	1.1
Total	$1,938.98	17.6
Percentage of turnover	17.6	
Turnover	$11.000	

A Town Under 5,000

	Amount	P.C. of Turnover
Salaries	1,500	
Rent	Own bldg.	
Advertising	60	
Delivery	1,560	
Heat, light, current	96	
Insurance, taxes, legal	144	
Bad debts, depreciation	600	
General store expenses	720	
Total	$4,680	4.9
Percentage of turnover	4.9	
Turnover	$96,000	

NOTE.—The figures given above do not include rent or the proprietor's own salary. Ever adding these they are remarkably low.

A Town of 500

	Amount	P.C. of Turnove
Rent	$ 600	1.36
Salaries	2,050	4.66
Advertising	150	.34
Delivery	85	.2
Heat, light, current	240	.55
Insurance, taxes, legal	875	1.9
Bad debts, depreciation	100	.23
General store expenses	100	.23
Total	$4,200	9.5
Percentage of turnover (on	$44,000)..	9.5
Turnover	$44,000 to	$53,000

Where Turnover Cuts Down Costs

Taking three out of these four return where the salaries appear in full, appar ently, in two cases they run between and 5 per cent. of the turnover; in th third, 11 per cent. It was the large turn over that reduced the salary per centag in the two cases. Rent runs 1.36 pe cent., 2 per cent., and 2.18 per cent., rea sonably close figures.

Delivery Varies With Turnover

In the case of delivery, the highes cost, even from a per centage stan point, is seen where the turnover i greatest, $96,000 in a place silghtly un der 5,000. Here it runs about 1½ pe cent. of the turnover, $1,560. In th place where the turnover is $25,000, th delivery percentage is .4; where the turn over is $44,000 to $53,000, the delivery only 1/5 of 1 per cent, .2, a very lo figure, far below the average for a turn over of this amount.

Please Fill Out and Return to Canadian Groc

	Average Cost in Dollars	Per Cent. of Turnover 1905	1910	1913	191
Rent	$				
Salaries					
Advertising					
Delivery					
Heat, light, current					
Insurance, taxes, legal					
Bad debts, depreciation					
General store expenses*					
Total					
Turnover. $					

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - *President*
H. T. HUNTER - - - - *Vice-President*
H. V. TYRRELL - - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 1313.

UNITED STATES—New York—R. R. Huestis, Room 620, 11 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, JUNE 1, 1917 No. 22

EDITORIAL BRIEFS

AT LAST the sun is out far enough to give the back-yard garden a touch of warmth. Such weather as the past weeks would discourage the most enthusiastic amateur.

* * *

OVER in England on Empire Day they were signing the pledge. The pledge of frugality and economy. There are worse ways to spend the day than just this and it would be well for Canada to keep that idea in her heart.

* * *

FLOUR continues to go down, but bread continues to stay up, which does not seem to bear out to any great extent, the contention of the bakers that the increased cost of bread was entirely due to the mounting cost of flour.

* * *

THE householder is out with his paint brush these days brightening up the verandah steps. A good idea to ponder. A can or so of paint just now will give your store a fresh appearance that will add to its drawing power.

* * *

IF YOU want to leave Canada at the moment it requires the services of a photographer, a justice of the peace, four prominent business men, an immigration inspector, and probably one or two extras as well. Who wants to go to all that trouble, and only succeed in leaving God's Country in the end?

* * *

IN SELLING potatoes for planting, don't be led into the mistake of selling new potatoes. You won't gain friends thereby. Potatoes demand a rest period after they are dug, and if you plant them too early they are going to take it anyway. As the good old song had it, "It may be for years and it may be forever." To aid production it is better to plant something that will grow.

* * *

IN A certain Manitoba city through all the era of high prices flour was on sale at $4.80 per bag. Not that flour was any more plentiful there than in other places but merely that in that town there are two milling firms engaged in the picturesque old pursuit of seeking to cut one another's throats. While they are thus brandishing the knives, the inhabitants of this one town are getting cheaper flour than is to be obtained anywhere else in Canada.

MR. CROTHERS DELEGATES HIS POWERS

THE Hon. T. W. Crothers is evidently of the opinion that he has started something, that there will be no particular glory in finishing. Therefore, Mr. Crothers has no desire to finish it. So he has passed over some powers to the municipalities. Formerly when a municipality thought that there was some excessive profiteering going on somewhere in their neighborhood, they could only whet their appetite for investigation, to to speak, and then turn the matter over to Mr. Crothers. The honorable gentleman has now consented to let the municipalities do their own investigating. When they so desire, they will be permitted to conduct an investigation under oath, before an appointee of their own, clothed with all the authority that Mr. Crothers can delegate.

Now it remains to be seen if this sort of machinery will get anywhere. There were at least two companies that were formally indicted by the Provincial Governments concerned, under the urgings of Mr. Crothers and his faithful "Friday," Mr. O'Connor. That was upwards of three months ago, and nothing has been done. Why waste good time and money on such investigations?

CONSCRIPTION OF WEALTH SEEMS SIMPLE JUSTICE

IN these days when Conscription has been decided on, and men are faced with the thought that they may be called to do their part at the front, and lay aside the responsibilities that have held them at home to the present, the idea of a conscription of wealth is a wise suggestion. The wealth of the country lies mostly in the hands of men whom conscription itself does not touch. If Canada is asking the one to offer his life if need be, it is surely not too much to ask that the other should give of his wealth. The gift of life is surely the higher gift. If Canada is asking for sacrifices, let us make the sacrifice unanimous.

ABOUT MILLING A HIGHER PERCENTAGE OF GRAIN

THERE has been a good deal of discussion as to ways and means of conserving food. One of the means suggested was the milling of a greater percentage of flour. It has been urged that by so doing we would have millions of bushels that heretofore had been lost as food. Now comes the National Bakers' Association of America assembled in convention at Chicago, stating that this idea is erroneous. That to mill a higher percentage of the grain than is done at present would be at the expense of its keeping qualities, and that consequently, what could be saved in one way would be lost in another. They point out that from the time the flour is milled till the time it is used, even when disposed through the retail trade covers a period from three to five months or even longer. In the experience of the Bakers this was longer than wheat would last if mixed with a greater proportion of the parts of the wheat now discarded. They also urge that the lowering of this standard would be a retrograde step and one that would leave open the road for many abuses, more easily inaugurated than curtailed. These may be words of wisdom.

MR. KNOWLES CHAMPIONS A WEAK CAUSE

THE much discussed Knowles Bill, a bill framed to entirely do away with any system of resale price has come up for its second reading. CANADIAN GROCER has on several occasions drawn the attention of the merchants to the bearing of this act. That the situation may be made still more clear we are reproducing in this issue the whole discussion that took place at the time of the second reading of the Bill on May 21.

Mr. Knowles, as will be seen by a consideration of his presentation of the case, is confident that there is only one side to the question. The Manufacturer, the Wholesaler and the Retailer, are left entirely out of the question. It is true when a man cuts the business throat of his neighbor and incidentally his own, the operation may possibly accrue to the temporary benefit of the public immediately surrounding the cut-throats, but the bearing of these cut-throat operations on the general situation is a closed book to Mr. Knowles.

The enthusiasm of this gentleman is as boundless as his vision is narrow. He sees only the incidental good and misses entirely the far-reaching possibilities for evil.

Consider the case of the manufacturer who places a good product on the market, the work of years of study and research, arranging to sell it at a moderate profit. The maintenance of the quality and consequently the good name of a commodity is dependent entirely upon the ability to sell that article at the set price. Has a man then no right to claim protection for his commodity against the exploiting of his goods for the selfish ends of others. There is something in these goods that is not sold in the mere turnover of money. There is something in a name for which a man has the right to demand protection. Such protection would be swept away by the passage of the Knowles Bill, and all manufacturers would be cabined and confined, not by their own best efforts only, but by the ill-judged competition of thoughtless individuals. Such an outcome of his propaganda is entirely beyond the range of Mr. Knowles' circumscribed vision.

In the discussion in the House, Mr. Knowles indulged in some caustic criticism at the expense of an article appearing in *Printer and Publisher*, a paper published by the MacLean Publishing Company, who also publish *Canadian Grocer, Hardware and Metal* and eleven other papers. The quotation Mr. Knowles uses is of course removed from its context. It is as follows: "Just here is where Mr. Knowles and others fall into error; they declare that when a maker or seller has parted with his goods at an agreed upon price, his control over re-sale disappears."

Let us quote Mr. Knowles' words of self-congratulation: "They say that is where I fall into error; I think that is where I rise into lucid vision. I may be very dull—no doubt I am—but I am rather proud of the fact that I do believe that when a maker or seller has parted with his goods at a certain price, his control over the re-sale does disappear."

It will be hard for even the average reader to accord to Mr. Knowles the same enthusiastic encomiums for his clarity of vision, that he accords himself.

It might as well be said that a man who hires himself to another sells himself, body and soul to do the will of that other.

It might as well be said that when a person and a community sells a property or relinquishes it for some tangible consideration, with some definite and binding stipulation, that these stipulations cease to be operative as soon as the consideration has been paid.

There is, of course, the possibility of dangers of an opposite nature creeping in with any system of price-fixing, but Mr. Doherty meets that argument in the course of the debate when he states emphatically, that "if all the items enumerated by Mr. Knowles operate as a restraint of trade, then there is already a law of the criminal code framed to meet the danger."

Every merchant would do well to read this debate carefully. It is a matter that is of vital concern to the whole trade. We are giving Mr. Knowles every opportunity to present his case. Yet we believe that every far-seeing man will, upon reading this discussion, be fully convinced of the essential unsoundness of the Bill that is at present under consideration.

A Word of Warning from a Wholesaler

World's Food Reserve Show No Margin of Safety—Wastage the Real Danger—How the Retailer Can Help.

BROKERS and jobbers in touch with the import situation, who know exactly how difficult it is to get supplies, and are able to look some distance ahead, are very frank in their statements about the possibilities during the next six to twelve months. Some, who by no stretch of the imagination could be called alarmists, are talking very freely of a world famine. Some of the brokers seem to think that the jobbers themselves are not aware of the situation, but it has remained for one of the large Winnipeg wholesale houses to take the lead in advising wholesale houses to take the lead in advising the retail trade of what they think concerning the chances of getting their food supplies during next year. W. J. Riley, President of the A. McDonald Co., who signs this letter to the trade, can hardly be expected to profit by circulating a warning of this kind. His object in sending this letter out is to warn the people of the scarcity of food supplies and to urge them to take immediate action towards conservation and elimination of wastage, and increasing production. The letter, in part, is as follows:

"The reserves of food supplies in the world have become so low that the feeding of the people is causing much concern among thinking people and economists.

"At the risk of being classed as alarmists, we wish to say that the scarcity of food supplies, and the poor crop reports from many parts of the world, should cause us to stop and consider.

"The obtaining of eatables supplied by the Wholesale Grocer, gathered from all parts of the world has now reached a stage where many supplies are not to be had, and others only in small amounts. This, coupled with inadequate transportation facilities, makes the situation really alarming.

"We, in Canada, do not want to be the last ones to look the situation well in the face and act accordingly.

"Many people are wasting enough in foods to feed many hungry ones, and it would seem as if it would only be necessary to call the attention of our people to the real situation confronting us in order that our local troubles might be avoided altogether by conserving of the foods we now have, and due attention should be given to increased food production both in farm and garden products.

"From present indications and statistics it would seem that there might be a possibility, even with a large crop in Western Canada, of a very serious scarcity of things to eat during the next twelve to eighteen months. The time has arrived that every one in this country should do everything in his or her power to eliminate wastage and to increase production. Immediate action is needed. A mere alarm will not accomplish results."

A prominent man in the grocery business was asked what the retail grocer should be doing in this matter. He replied:—"We think he should advocate to his customers that they buy cheaper foods, less of them, and make them go further. He should talk to everybody who goes into his store on this question, and urge everybody, with at least ten square feet of land, to use it for growing garden stuff and thus relieve the situation as far as possible with those things which we should be shipping overseas. The retailer should urge his customers to produce more garden and farm produce. He should urge them to use half as much butter and make one egg do the work of two."

He was asked what cheaper foods he would urge people to eat, and he replied: "I would suggest that they eat more rice and cereals, and have as many meatless days as possible." His attention was drawn to the fact that cereals were going up like everything else, but he said: "In the case of oats, oatmeal, rice, etc., the food qualities are great and go a long way in spite of the higher prices they are charging for them. We must get the people to abandon the use of white bread and use more whole wheat. Then again, fish is a cheap product and there is plenty of fish in Canada, and it is also a very nutritious food."

Continuing, he said: "I would not be surprised if we had to go without tea and coffee next winter, we should be just as well off. Canada will live even if she does not get anything from the outside. She can live on her fruits, wheat, oats, hogs, beef, etc."

FARMERS BUYING SEED FROM CANNERS

During the last year hundreds of carloads of beans have been imported into Canada to meet the needs of Canadian packing houses to fill contracts for army supplies. In recent months large quantities of small white beans have been imported from Japan and Manchuria and sold for food. The Agriculture Department has issued a warning to farmers not to use these for seed owing to the different climatic conditions. The demand for seed beans has been so great that the Government has secured the co-operation of the leading canning companies with the result that there are now available 8,000 bushels. These are being sold by the canning companies to farmers at $5 a bushel. In Quebec Province there is normally about 12,000 acres of beans, while in the Province of Ontario there is normally about 48,000 acres. The average yield in Quebec and the Maritime Provinces is 17 bushels and in Ontario 19 2-5 bushels per acre. Owing to the food scarcity the Department of Agriculture is making vigorous efforts to increase the bean crop in this country.

TOBACCO MARKET FEELS SHORTAGE

With a reduction in importations from the United States, and the elimination of Asiatic supplies, the Canadian tobacco market is being seriously affected, though so far prices to the consumer have not been increased. Manufacturers and importers declare, however, that unless conditions improve materially, higher prices will prevail.

One of the largest tobacco manufacturers in Canada states that for the past year conditions in the trade have been abnormal and that such prices being paid are unprecedented. Ingredients used in the manufacture of tobacco are bringing higher prices and the cost of all supplies such as tin plate, cans, foil, labels, etc., have kept in line with the general increase in costs.

Federal Government officials report that after the short Canadian crop of 1916, due to the reduced acreage in tobacco and adverse climatic conditions, the tobacco industry in Canada is to receive a new impetus in 1917 owing to the fact that many farmers who have previously paid some attention to the tobacco crop are going to take advantage of the shortage of United States supplies by increasing their acreage.

PEANUT YIELD NOW AN IMPORTANT FACTOR

For many years the peanut occupied an exceedingly humble position in society, and its name could barely be mentioned in a serious manner. But from that debased position it has come to a place of honor among the crops of the United States. Recent figures indicate that in 1908 the peanut yield was estimated to be worth $12,000,000, while a conservative valuation of the 1916 peanut crop is placed at $56,000,000. The reason for the enormous increase in peanut acreage is that peanuts are being planted more and more on land formerly used to raise cotton, but where the cotton crop has been ruined by the boll weevil. Figures indicate that the year's entire crop will be 50,250,000 bushels and will sell for about $1.10 a bushel.

SASKATCHEWAN RETAIL MERCHANTS' ASSOCIATION SECURES AMENDMENT TO SMALL DEBTS ACT

Because of representations made by the Saskatchewan branch of the Retail Merchants' Association of Canada, the Small Debts Act of the province was amended at the last session of the Legislature to allow for an action under this Act to be tried in the district where the debt was contracted. Heretofore an action could only be taken in the district where the defendant resides. The amendment will afford considerable relief to creditors generally, in that the burden of expense is now placed on the debtor if he wishes to defend an action by attending the hearing, otherwise judgment is likely to go against him by default.

The California prune crop this year is estimated at about 375,000,000 pounds, if normal weather continues during harvest. This phenomenal harvest will come on bare and hungry markets at home and abroad, which will absorb quite a large percentage of the crop early in the season, if prices are not too high.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

S. J. Reid has sold his interest in his provision business at Oxford, N.S. to Bruce Walker.

Quebec

Morin & Chouinard, grocers of Quebec, have dissolved.

P. Morin, grocer of Quebec, has commenced business.

Marcil & Frere, grocers of Montreal, have dissolved.

N. R. Prenoveau & Co. of Montreal, have dissolved.

P. Lamothe grocer of Campbell's Bay, Que., has been succeeded by Jos. Griffin.

A. Archambault, grocer of Montreal, has commenced business.

G. A. Shepard, representing Robin Hood Mills Ltd., in the eastern townships was a visitor in Montreal, this week, calling at headquarters of the firm in the city.

Mr. Silas Harris, travelling representative for Guggenhime & Co., San Francisco, dried fruits, etc., visited Montreal last Thursday and Friday. Rose & Laflamme, Ltd., are their agents in Quebec Province.

Mr. A. L. Chamberlain, Manager of the Michigan Bean Co., Port Huron, Mich., spent last Friday in Montreal with their Canadian representatives, Rose & Laflamme, Limited.

Hon. C. E. Dubord, Legislative Councillor, and formerly engaged in the grocery business in Montreal, is dead in Quebec. He was President of the Agricultural Council of Quebec.

A new coffee house, that of Granger & Co., Buffalo, whose Royal Blend and Splendora brands are known to the trade is to develop the Montreal territory and Quebec province. C. B. Hart, broker will handle the account through Mr. H. T. Wilson who controls their territory in Ontario.

C. Alex Laird, representing the Dominion Canners, has returned to Montreal, after a visit to Ontario. During four or five days spent in the canning country he noted that weather conditions are badly adverse to crop prospects. Peas are slow. Corn is very late in planting, and the need for better weather is great. But larger acreage by 33 1-3 per cent. has been put under cultivation, the farmers prayer being that they may have labor enough to reap the larger harvest expected.

A. E. Mansfield, Manager of the Lion Vinegar Co., Limited, Montreal, is visiting Ontario districts this week after a prolonged period of close attention to the business of new plant installation in Montreal. The Lion Co. has now the second largest plant in the Dominion, and the most modern equipment with electric pumps, and a system of all-wooden piping throughout, avoiding all chance of metal contact with the acids of vinegar production. Mr. Mansfield has been superintending the work which has been delayed a good deal by the difficulties of railway deliveries of material, etc., but which is now satisfactorily complete.

Ontario

E .Souldiere, grocer of Ottawa is selling out.

H. Periard, grocer of Ottawa has discontinued business.

Thos. Lancaster, well-known grocer of Peterboro is dead.

Harmer Grocery at Galt was recently broken into by burglars.

Mrs. A. Furry is opening a grocery store in Welland, this week.

C. H. Boulton, grocer of Jordan Station, has sold to W. F. Ballantyne.

Sugar Products, Ltd. of Peterboro has obtained an Ontario charter.

J. T. O'Keefe, president of the Chatham Packing Co., is retiring.

The initial cost of the Quaker Oats plant at Peterboro is to be $1,500,000.

J. V. Coon's grocery business at Havelock has been purchased by A. O. Sawyer.

G. Schlueter, for many years in the general store business in Preston, is dead.

I. B. Marshall has sold his branch at 723 Queen St. E., Toronto to J. A. Bleakly.

C. G. Moyer & Son, general store merchants of Vineland, have sold to A. E. Barron.

Grocers of Newmarket have agreed not to have their rigs out canvassing for orders.

Messrs. Cohen Bros. have purchased the general store of Cochrane & McKay at Russell, Ont.

Orono Canning Company of Newcastle, Ont., are making large addition to their factory.

J. McNabb, for many years in the employ of D. D. Wilson, the "Egg King" is dead in Seaforth.

Messrs. D. A. Roe & Co., have purchased the old established grocery of A. Sibbitt at Carleton Place.

A fire occurred in the grocery store of G. M. Moyer, 946 King St. E., Hamilton. The damage was slight.

A fire occurred recently in the grocery store of E. H. Johnson, 24 Miller Ave., Cobalt, Ont. Only slight damage is reported.

Brockville Retail Merchants' Association recently granted a half holiday weekly to clerks, during the summer months.

Alex, Alice & Son, wholesale fruit, candy and tobacco merchants of Windsor recently suffered $20,000 loss by fire, partially covered by insurance.

W. A. Black of Montreal, general manager of Ogilvie Flour Milling Company, and R. Dobell of Winnipeg, Western manager, recently visited Fort William on business.

Markham Roller Mills at Markham were totally destroyed by fire when struck by lightning recently. The mills were owned by the Maple Leaf Milling Company of Hamilton.

M. Beaudoin, postmaster at Lafontaine, Ont., for the last 31 years, has sold his grocery and turned over the Post Office to Mrs. P. Toutant. Mr Beaudoin will devote his time to his duties as Clerk of the Township of Tiny

Jos. Kirkpatrick, of 57 Young Street Hamilton, died at his home on May 25 Mr. Kirkpatrick conducted a grocery buisness in Hamilton for thirty years He retired from business eleven years ago. He was for some years an alder man.

Work has been commenced on the new million bushel elevator of James Playfair & Co., at Midland, Ont., Messrs Pratt, McFarlane & Hanley have th contract. It is understood that it wil be constructed of cement in the tan style.

A. F. Choate, general merchant, War saw, Ont., was a visitor at the Toront office of CANADIAN GROCER last Fri day. Mr. Choate was in Toronto on business trip during the week. He wil be opening his summer grocery store a McCracken's Landing Stoney Lake district, about June 15, and expects a goo season. Retail business in the Warsaw district (Peterborough county), ha never been better, he states.

Western Provinces

M. H. Solstad & Co. of Lang, Sask has discontinued business.

W. T. Spencer of Winnipeg, Man., ha discontinued business.

Mrs. P. C. Solotroff, grocer of Winnipeg, suffered recent fire loss.

Wm. Bacon, grocer of Edmonton ha been succeeded by James Stuart.

J. Stuart, grocer of Edmonton, ha been succeeded by R. Angerer.

Mrs. M. Doray, grocer of Edmonto has been succeeded by Doria Montpeti

John Bullied, is opening business wit a full line of groceries at Lumsden, Sas

J. Sluth, general store merchant Cantour, Sask., has sold to Lines Bro

Issac Cowie, pioneer employee Hudson's Bay Company is dead at Winipeg.

J. S. Fry & Sons, Winnipeg, ha

taken over the agency for Kerr's butterscotch.

Quaker Oats Company are making an extension to their buildings at Saskatoon, Sask.

J. Miller, general store merchant of Dunleath, Sask., has been succeeded by Wm. Lang.

J. H. Wilson representing Shinn Wholesale Fruit Co. of Spokane was recently in Cranbrook, B.C.

Fire damaged the building and grocery stock of S. Solotro at Elmwood, Man. ,to the extent of $1300 recently.

Wilson, Lytle & Badgerow Co., Ltd., manufacturers of vinegar have moved back to 149 Notre Dame East, Winnipeg.

E. S. Beaman of the American Peanut Corporation, was in Winnipeg last week calling on their local representatives, D. H. Bain Co., Ltd.

John Horn, manager of the Winnipeg plant and offices of Western Canada Flour Co., Ltd., has returned from a trip to the Pacific coast.

I. C. Christensen of Hard & Rand, Coffee Importers of New York was in Winnipeg last week.

Mr. Lathrop, Canadian sales manager for the California Packing Corporation, was in Winnipeg last week.

Hamblin-Brereton Co., Ltd., wholesale grocery brokers, Winnipeg, have moved back to 149 Notre Dame East, where they were formerly located.

Scott-Bathgate Co., Ltd., wholesale grocers, brokers, and manufacturers' agents, have moved back to their former premises at 149 Notre Dame East, Winnipeg.

F. D. Cockburn, grocery broker and manufacturers agent, has moved back to 149 Notre Dame East, Winnipeg, where he was located before the fire at that address.

Swift-Canadian Company has been granted a building permit for a $5000 addition to their branch. The Canadian Bag Co. of Winnipeg are making a $31,000 addition to their plant.

The Caterers' picnic, which is one of the big events of the year in Winnipeg, will be held this year to Grand Beach, a beautiful resort on Lake Winnipeg. There will be racing, and fun of every description. The date is July 18, and the day is Wednesday.

H. C. Andrew, manager of the Calgary branch of D. H. Bain Co., Ltd. ill for five weeks past, is well again and returned to business. A. Higginbottam of the Edmonton branch, in charge of the office during Mr. Andrew's absence, has returned to Edmonton. A. W. Jones has joined the city staff of D. H. Bain Co., and is doing retail work on Phez.

J. W. Jarvis, Brandon manager for Mason & Hickey, was taken to the Winnipeg hospital two weeks ago suffering from nervous trouble. He showed considerable improvement and was transferred to his home in Hamilton where he will remain for a week or two to convalesce. While away, his place will be taken by Gray Ferrier of the Regina office.

David Brown, one of the oldest grocery brokers in the Dominion, formerly of Montreal, and recently located in the Ryan Commercial Bldg., Winnipeg, has moved to Vancouver. He is now located at 1350 Alberni Street, Vancouver, B.C. and will handle one or two of his agencies out there. He represented in Winnipeg Mason's O.K. Sauce, and Kerr's butterscotch, both of which agencies have been taken over by Winnipeg firms.



GEORGE R. LOGIE,
Recently of Holbrook's, Limited, who is now actively associated with Logie, Parsons & Co.

MANAGER OF HOLBROOK'S, LTD., MAKES NEW CONNECTION

George R. Logie Joins the Staff of Logie, Parsons & Co., and Will be Actively Associated With That Business From Now On

The old-established firm of Logie, Parsons & Co. has been recently further strengthened by the addition to its ranks of George R. Logie, who will from now on be actively associated with the company. Mr. Logie has for some eight years been associated with Holbrook's, Limited, of recent years having been Canadian representative and sales manager for that firm. In severing his connection with that firm to engage actively in a grocery and standard remedy brokerage business, he carries with him the best wishes of a host of friends from coast to coast. Mr. Logie will occupy somewhat the same position in the present firm that he occupied with Holbrook's, Ltd., and consequently his face will still be familiar to the jobbing trade from the Atlantic to the Pacific.

ABOUT MARGINS, TURNOVER AND PROFIT

(Continued from page 28)

ure of what I saw is the fact that all of these grocers are completely awake to their circumstances and are working upward quite satisfactorily to present high cost levels.

Another thing: These merchants all are located in a closely-competitive market. They have chain-store, cash-store and ignorant-guess-store to compete with. Yet each succeeded in a measure which, all things and conditions considered, may perhaps be called satisfactory. Which again seems to me to demonstrate that the world is made up of various kinds of consumers who demand various characters and grades of service; and that merchant is quite secure who seeks to fill his own particular niche, devotes himself to his special line of work, hews to that line closely, and keeps his head.

SERVICE DEPARTMENT

CARDBOARD FILLERS

Supplies, Ltd.,
Kentville, N.S.,

Where could be buy and receive prompt delivery of one thousand sets or more of cardboard fillers for 30 doz. size egg cases?

Answer.—The Trent Manufacturing Co., Trenton, Ont.; Miller Bros. & Son, 38 Dowd Street, Montreal.

SECRET COMMISSIONS

I am selling a customer a line of goods which are listed at a fixed price. My competitor has the same price, but in order to secure the business, gives the merchant a sum of money as an inducement. Is this practice illegal?.—A. R., Montreal.

Answer.—This practice comes under the operation of the Dominion Secret Commissions Act of 1909, and is contrary to the law, and all parties implicated, not only the vendor, but also the purchaser, is liable to punishment.—Ed.

CONFECTIONERS

Will you kindly forward to us names and addresses of leading confectionery manufacturers in Ontario, Quebec, and the Lower Provinces.—The Mutual Purchasing Co., Winnipeg, Man.

Answer.—Moir's, Ltd., Halifax, N.S.; Imperial Confectionery Co., St. John, N. B.; The Walter M. Lowney Co. of Canada, Montreal; Montreal Biscuit Co., Montreal; Page & Show, Montreal; Huyler's, Toronto; The Crown Co., Toronto; Ganong Bros., Ltd., St. Stephen, N.B.; Nasmith's, Ltd., Toronto; Wm. Neilson, Ltd., Toronto; Patterson Candy Co., Toronto; Wm. Patterson & Son Co., Ltd., Brantford, Ont.; D. A. Perrin, London, Ont.; Robertson Bros., Toronto; Willard's Chocolate, Ltd., Toronto; McCormick Mfg. Co., London, Ont.

NOTES OF INTEREST TO THE GROCERY TRADE

Notwithstanding a light run of salmon in the Columbia River, fishermen are making good money owing to high prices paid for the fish. Canneries are still operating, but the catches are not nearly as large as desired.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

A FURTHER decline of $1 per barrel was registered in the price of Manitoba flour during the week, which now makes the selling price $3 per barrel under the recent highest point. Ontario winter wheat flour also showed a similar decline. There is now considerable flour going into the United States for use by the army. Millfeeds declined $2 per ton quite generally. There is a lighter demand for these products now that grass for stock is more abundant.

Sugar held in steady market during the week. Reports from Cuba continue to be favorable toward a fairly heavy production. Demand for sugar is somewhat light at present. Hams were slightly easier in price during the week and prices being paid for live hogs were at lower levels than last week. Production of eggs is stated to be mounting up well as compared with last year, but prices have not been much lower as yet. Butter held steady in the Ontario market, but was lower in the Quebec markets. There is expectation among commission men that both butter and cheese will be lower in price. Cheese is in a waiting condition, due to the fact that the new purchasing commission has not yet set the price at which they will buy.

Pineapples were higher during the week, but there is every possibility they will be lower in price in the near future. A strike which has been in progress in Havana has been settled and shipments of Cuban pineapples are now permitted to proceed. It is anticipated that the second week in June will see about the heaviest arrivals of the season at which time prices will in all probability be the lowest. Advances have been made in such lines as soaps, peanut butter, condensed milk, ammonia, ice cream salt, shelled walnuts. In spite of the holiday breaking into the week, business with wholesale houses was quite satisfactory.

QUEBEC MARKETS

MONTREAL, May 30.—Flour is easier, and with flour some of the cereals. Sugar is steady. Canned goods are firm and in big demand, and there have been some interesting changes in various lines in soaps and cleaners. Teas keep exceedingly firm. Coffee is unchanged. Bulk cocoas (sweet) show some firmness for the better qualities. Beans are exceedingly scarce, and the outlook in dried fruits is for firmer prices before long in all probability. In fruits and vegetables the advent of the productive season is bringing price changes, but all are not downwards so far. In fish this week there is decidedly easier tone. Provisions are steady, but butter is easier, eggs are fairly firm, but may come down, and cheese is quiet in market.

Cleansing Products Advance, Also Pastes

Montreal.

VARIOUS LINES.—There is a marked scarcity of all the alimentary paste products, marcaroni, vermicelli, noodles, etc. No more of these can be imported, and manufacturers in Canada can hardly keep pace with orders. Soaps are now at $5.75 per case of 100 bars. Fairbanks' toilet soap is up 15 cents a case making the case now $5.00. The canned hand-cleaner "Snap" advanced price considerably this week going up to $5.40 per box of three dozen tins, which is an advance of $1.40 per case at one stride. Imported shrimps have advanced by 15 cents a dozen now at $2.00 a dozen. A shipment of English Chloride of lime has arrived in Montreal in metal containers quarters, halves, and ones. It is many months since the English make was obtainable here. It is many months that English candied pels will reach the Canadian market this season. They are under embargo. Olive oil is very firm at present, costing more to import than its wholesale price.

Sugar Quiescent At Easier Tone

Montreal.

SUGAR.—The market for sugar is rather quiet at present, and the outlook is not pronouncedly inclined either towards ups or downs. In sugar predictions are very fleetingly valuable, for an hour may almost be enough to make differences in market conditions warranting changes in prices, but for the time being things looked towards reasonable steadiness. Reports from Cuba had been of an uneventful nature of late, and supplies of the raws were coming forward satisfactorily for refiners' purposes. Shortage of cargo space was hinted at as a possible factor in firming prices but there was no immediate application of this to mention at time of writing. Buying on the part of retailers is going ahead without special feature, and orders are being met normally while present conditions continue.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 35
Acadia Sugar Refinery, extra granulated	8 35
Canada Sugar Refinery, extra granulated	8 35
Dominion Sugar Co., Ltd., crystal granulated	8 35
Special icing, barrels	8 55
Diamond icing	8 55
Yellow, No. 1	7 95
Dark yellow	7 86
Powdered, barrels	8 45
Paris lumps, barrels	8 95
Paris lumps (boxes), 100 lbs	9 05
Crystal diamonds, barrels	8 95
Crystal diamonds (boxes)	8 95
Assorted tea cubes, boxes	8 95
Cut loaf (50-lb. boxes)	9 20
Cut loaf (25-lb. boxes)	9 40

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Steady, Strong Call For Canned Goods

Montreal.

CANNED GOODS.—There is a very strong and steady demand noted now for canned goods. Supplies in hands of wholesalers have been drawn on steadily of late. Prices are shaded firmer here and there, but no very marked changes are made so far. The outlook is for firmer conditions in almost all lines of canned goods, vegetables, fruits and fish (including the all important salmon). California asparagus pack is reported to have reached the phenomenal figure of one million cases, which is 250,000 cases over and above the amount canned last year. This was all sold almost as soon as prices were announced. Reports from Maryland as to the coming season's crops for packing are very disappointing. Reports from Canadian canning centres are equally discourag-

ing at present as to lateness of season, etc., but a speedy advent of warm weather may mend this.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	....	1 45
Pinks, 1-lb. talls	1 75	1 80
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canned Vegetables—		
Tomatoes, 3s	....	2 30
Tomatoes, U.S. pack	....	2 25
Tomatoes, 2½s	....	2 20
Peas, standards	....	1 35
Peas, Early June	....	1 45
Beans, golden wax	....	1 50
Beans, Refugees	....	1 50
Corn, 2s, doz.	....	2 00
Corn (on cob, gal. cans, doz.	....	8 50
Red raspberries, 2s	....	2 25
Red cherries, 2s	....	2 25
Strawberries, 2s	....	2 50
Blueberries, 2s, doz.	1 20	1 25
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallon)	3 75	4 00

Dried Fruits Incline Towards Firmness

Montreal.

DRIED FRUITS.—California fruit growers have withdrawn all varieties of dried peaches from the market, the 1916 stock being all but cleaned out, and orders are being received for the 1917 crop only. Peeled peaches are included in this condition. The Associated raisin growers of California have withdrawn 1916, 2 crown loose and car ton seeded raisins for August and September shipment. The crop is all sold. Only 1917 crop remains open for purchase now at opening prices which are not yet announced. The Independent growers who sold at fixed prices have now withdrawn prices as they figure they have taken enough business for the present. Indications are towards firm markets for all lines of dried fruits. Prunes are short in some quarters now, and prices are firmed up to the retailer. Current prices for such supplies as are available are also firmer this week, but demand is not very active. It will not be possible to lay in supplies for Xmas. trade as early as in former years' experience of the trade owing to new conditions.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	....	0 13
Apples, choice winter, 50-lb. bxs.	0 13	0 13½
Apricots—		
Choice, 25's, faced, new crop..	.....	0 28
Nectarines, choice	....	0 11½
Peaches, choice	....	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	....	0 32
Lemon	....	0 24
Orange	....	0 27
Currants—		
Filiatras, fine, loose, new	0 21	0 22
Filiatras, packages, new, lb.	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	....	0 12½
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 13
Excelsior	....	0 11½
Anchor	....	0 09
Figs—		
3 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
2 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
1 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 8 oz., doz.	....	0 95
Cal. bricks, 10 oz., doz.	....	1 20
Cal. bricks, 16 oz., doz.	....	1 40
Cal. layers, 10 lb., 5 rows, box.	....	1 60
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat.	....	2 40
Comadore (Portugal), per mat 33 lbs.	....	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	0 12	0 13½
90 to 100, in 25-lb. boxes, faced	....	0 11
Prunes (Oregon)—		
30s	....	0 13
40-50s	....	0 12½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.00; 4-crown cluster, $3.50; 6-crown	....	3 75
Muscatels, loose, 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Firm And Scarce; Syrups Firm

Montreal.

MOLASSES, ETC.—With the many difficulties bestting the securing of supplies of molasses, it is a wonder that prices are maintained as steadily as they are at present. No changes have been made this week, and by persistent effort the importers are succeeding in getting small shipments through from time to time. Scarcity, is however, anticipated unless matters improve during the summer. Corn and cane syrups keep steadily firm, with no immediate prospects, it is thought, of advances. The corn market has been easier of late, but not sufficiently so to affect prices of the syrups.

	Prices for Fancy, Island of Montreal	Choice, Montreal
Barbadoes Molasses—		
Puncheons	0 72	0 67
Barrels	0 75	0 69
Half barrels	0 77	0 72

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—		
2 lb. tins, 2 doz. in case, per case	....	4 80
Barrels, per 100 lbs.	....	6 50
Half barrels, per 100 lbs.	....	7 00

Nut Markets All Point To Advances

Montreal.

NUTS.—As pointed out repeatedly of late in CANADIAN GROCER there is a marked firmness in the market for all kinds of nuts. The fact is that the wholesalers are disposing of nuts at prices which are very close indeed to the actual prices being paid now by importers for the same kinds of nuts, and when stocks run out, and newly purchased nuts have to take their place prices can hardly fail to be higher by several cents a pound for almost all kinds of nuts. Shelled walnuts in fifty case lots are worth 51 cents a pound to the importer to-day. Shelled almonds are up a cent a pound to the jobber. Tarragona almonds in the shell are up two cents to the importer, and all other nuts at least a cent. No more nuts can now be shipped via England to Canada. They must come from Europe via New York, and this means extra freight, extra duty, and delays. Firmness in nuts may therefore be anticipated.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	....	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 18	0 20
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	....	0 15
Peanuts (coon), per lb.	0 13½	0 14
Peanuts (Jumbo), per lb.	....	0 15
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2.	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 18½
Walnuts (shelled)	0 50	0 52
Walnuts (Marbots), in bags.	0 13	0 16
Walnuts (California), No. 1.	....	0 24
Cocoanuts, 100 size, per sack	....	7 50

Shortage Of Beans; Relief In New Crop

Montreal.

BEANS.—Scarcity of beans is most marked, and prices are steadily showing the firming trend. This week sees Canadian yellow eyes worth 0.15 to 0.15½ cents a pound, and imported beans shaded firmer. There is a special dearth of hand picked so much so that only a few are obtainable at wholesale, and wholesalers are not quoting for these at all as they are strictly worth what the demand for them warrants, if not all disposed of to meet needs of valued customers. But with the coming of new crop beans the situation should be relieved, and big bean crops this season are being hoped for.

Beans—		
Canadian 3-lb. pickers, per bu.	....	9 50
Canadian 5-lb. pickers	7 90	8 50
Yellow Eyes, per lb.	0 15	0 15½
Lima, per lb.	....	0 20
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb.	0 15½	0 16
South American	....	5 70
Peas, white soup, per bush.	....	4 50
Peas, split, new crop, bag 98 lbs.	10 00	10 10
Barley (pot), per bag 98 lbs.	6 00	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Remains Firm; Tapioca Still Firmer

Montreal.

RICE AND TAPIOCA.—There have been no changes in prices of rice since last reporting, but the market for this commodity continues firm. Lack of ships may affect the importation of supplies from the Orient and tend to keep the market firm throughout the summer. In spite of the reductions in flour prices, rice still remains a very cheap foodstuff as compared with flour judging by the old pre-war proportions of the respective prices for rice and flour. Tapioca is undoubtedly sarce, firm in market, and likely to be higher priced. There is little hope of securing renewed supplies readily and spot stocks in the States are at a low ebb.

Rangoon rice, per 100 lbs.	7 40	7 35
"Texas" Carolina, per 100 lbs.	....	9 90
Patna (fancy)	....	10 15
Real Carolina, per 100 lbs.	11 00	11 50

Patna (good)	7 40	9 40
Siam, No. 2	....	9 15
Siam (fancy)	....	8 40
Tapioca, per lb.	0 14	0 15
Tapioca (Pearl)		0 13½

Coffee Very Steady: Cocoa Inclines of Firm

Montreal.

COFFEE, COCOA.—Coffee prices remain as quoted last week, and for several weeks before that. There has been no feature of the coffee market to affect quotations, and nothing is expected at the time of writing. It appears, however, that Maracaibo coffees have been a little difficult to get of late, and the reason suggested for this is that these coffees are largely in the hands of German interests at the primary markets and plantations. They are being held for some reason, and Jamaicas it is said are taking their place in market interest. There is at this season some slight risk of frost damage to the coffee plantations of Brazil, but reports from there have been re-assuring so far. As regards cocoas, the market for cocoas in cans is rather unsettled, and it would not be surprising to some in touch with conditions to find advances coming in this direction . Bulk sweet cocoas are firmer in some quarters though available in varying quality at a wide range of prices.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Situation is Still Very Strong

Montreal.

TEA.—The situation as regards black teas is absolutely unaltered as compared with the report made last week in this connection. Supplies are tremendously scanty, and arrivals are not to be counted upon. Plenty of good tea is still at the ports of shipment for this country and Britain, and may be there for long enough as ships are so scarce. Small parcels of tea found available for purchase in this country, or which may arrive by good luck in some trans-Pacific steamer are eagerly bought up at much enhanced prices for the quality as compared with price conditions a few months ago. Importers can no longer buy teas at prices at which they can still be bought from wholesalers, but qualities are not always as they used to be for particular prices. Japan teas have advanced two cents a pound for all the higher grades now on the market, lower grades not having reached the market yet. Higher freight rates are accountable for the advance.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spice Shortages Still Very Marked

Montreal.

SPICES.—Activity of market in almost every kind of spices has been experienced by the grinders making purchases against future needs during the past week, and the tendency to firmness is very marked in all lines of these goods. Prices, however, are being only moderately advanced and very slowly considering the precarious condition of the primary markets as regards supply, and the rapid depletion of spot stocks. Peppers have gone up and are very firm, but the retailer can still buy at prices below the prices of the raw product in primary markets. Freight space from the East Indies is almost unobtainable and very costly. Spice parcels arriving are eagerly snapped up. Cloves and Ceylon cinnamon are among the most recently mentioned spice products in very short supply, but all spices, seeds, and herbs are not sufficiently plentiful to make an easy market for any of them.

	5 and 10-lb. boxes	pkgs. dozen	¼-lb. tins lbs.
Allspice	....-0 16	....-0 19	....-0 23
Cassia	....-0 25	....-0 87	....-0 37
Cayenne pepper	....-0 28	....-....	....-0 35
Cloves	0 32-0 35	....-0 90	....-0 39
Cream tartar, 60c.			
Ginger, pure	....-0 20	....-....	....-....
Ginger, Cochin	....-0 25	....-....	....-0 31
Ginger, Jamaica	0 30-0 35	....-1 15	....-0 40
Mace	....-0 80	....-....	....-1 00
Nutmegs	0 40-0 60	....-0 45	....-0 80
Peppers, black	....-0 35	....-....	....-....
Peppers, white	0 38-0 40	....-....	....-....
Pastry spice	....-0 25	0 25-1 20	....-0 29
Pickling spice	....-0 25	....-....	....-....
Turmeric	0 21-0 23	....-....	....-....

Lower prices for pails, boxes or bailers when delivery can be secured.

Cardamon seed, per lb., bulk	2 00	2 50
Carraway, Dutch, nominal	....	0 60
Cinnamon, China, lb.	0 18	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	0 36	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 15

Various Vegetables Show Price Changes

Montreal.

FRUIT.—Oranges are firmer this week, and not so plentiful in supply. Pine-apples are a shade higher, but still at the reasonable figures that induce preserving. Rhubarb is down and will be at easier prices right along now. Strawberries are coming in quarts as well as pints now, and the first of the water-melons have appeared from the States selling to the retailer at from 75 cents and upwards. New beets and new carrots are on the market, and the old stock is higher in price. New peas have also appeared at $3.00 a hamper. Washed celery is down a quarter per dozen this week. Potatoes keep as high as ever, and in the main the reductions in vegetables are more than counterbalanced by some advances this week. The full rush of the season of production has not arrived yet, spring having been very late.

Bananas (fancy large), bunch	2 75	3 00
Oranges—		
Navels, per box	....	3 50
Floridas	....	5 00
Valencia, ordinary and large	4 25	5 00
Grape fruit	3 00	4 00
Lemons	3 00	3 25
Pineapples, Cuban, crate	3 25	3 50
Watermelons (U.S.) each	0 75	0 80
Apples—	No. 1	No. 2
Russets	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches	3 00	4 00
Celery, Greentop, per crate	4 00	4 50
Celery (U.S. washed), doz.	....	1 25
Onions, Bermuda, crate 50 lbs.	....	3 25
Onions, Texas (crystal wax), crate 50 lbs.	....	3 25
Texas onions (red), crate	....	3 25
Onions, Australian, sack 100 lbs	....	7 50
White onions, per bag (100 lbs.)	....	6 00
Potatoes, per bag (80 lbs.)	....	4 00
Potatoes (new), per hamper	....	4 00
Potatoes (new), per bbl.	....	12 00
Potatoes (red)	....	3 75
Potatoes (sweet), per hamper	....	4 00
Carrots, per bag	....	4 00
Carrots (new), doz. bunches	....	1 25
Beets, per bag	....	2 00
Beets (new), doz. bunches	....	1 25
Parsnips	....	1 50
Peas (new), per hamper	....	3 00
Turnips	....	2 50
Lettuce, curly, per box	....	3 00
Lettuce, Romaine, doz.	....	1 00
Lettuce, Boston, box of 2 doz.	....	2 50
Tomatoes (Florida), per crate	4 00	4 50
Horse radish, per lb.	....	0 25
Cabbage (new), New York, crate	....	7 50
Cauliflowers (doz.)	3 50	4 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	3 25	4 00
Beans, U.S., green, basket	3 25	4 50
Leeks, per doz. bunches	....	2 50
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	4 00
Rhubarb, per doz.	0 25	0 50
Rhubarb (U.S.A.), per lb.	....	0 10
Eggplant, per crate	6 50	7 00
Cauliflower, crate	....	4 00
Garlic (Venetian), lb.	....	0 10
Endive (Canadian), lb.	....	0 25
Strawberries (Louisiana), pints	....	0 18
Strawberries (quarts)	0 22	0 28
Cucumbers (Fla.), basket	3 50	3 75

Fish Prices Shade Down This Wee

Montreal.

FISH.—Contrary to the experience regard to many other food stuffs, fi has for some time been having a pe iod of easier prices, and during the cu rent week this is more marked than h been noted for some time. The conc tion applies particularly to Lake Fi and Atlantic fish. Large hauls of ha dock and cod-fish have been taken, a consequently prices have come dow The same would apply also to lake fi which is now coming in much more fre ly. Lobsters are also very much low in price as the catches of these recent have been exceedingly good. Halib from the West Coast and salmon ha also eased off a little, and the prospe are that for a few weeks there shou not be any very marked changes in f prices short of something unforese Under these circumstances "Eat M Fish" may well be the slogan encour ed by salesmen of fish, and results business should be good. Demand very good, and the current week hav three Fast days there has certainly b extra consumption of fish food. Tr in pickled, salt, and prepared fish is ginning to pick up again, and a shipments are being forwarded. B and shell oysters, prawns, cla shrimps, scallops, etc., are in better mand than usual at this time of y and the prices for these are steady.

SMOKED FISH		
Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle fo 5 boxes	....	0 95
Smoked boneless herring, 10-lb. box	....	1 40
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		$10 00
Salmon (Labrador), per bbl.		20 00
Salmon (B.C. Red)		17 00
Sea Trout, red and pale, per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		22 00
Codfish (Skinless), 100-lb. box		10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 10
Codfish, Shredded, 12-lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 22
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH.		
Halibut	18	19
Haddock, fancy, express, lb.	..	7
Mackerel (med.), each		20
Mackerel (large), each		25
Cod steak, fancy, lb.		8
Salmon, Western	15 —	16
Salmon, Gaspe	18 —	20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 12	0 13
Smelts, No... 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.	....	12 00
Malpeque Shell Oyst. (ord.), bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	12 00
Clams (med.), per bbl.	....	8 00
FRESH FISH		
Haddock	0 06	0 07
Steak Cod	0 07	0 08
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore	0 14	0 15
Lake trout	0 14	0 15
Fike	0 10	0 11
B.C. Salmon	0 22	0 23
Gaspereaux, each	....	0 03
Western Halibut	0 17	0 18
Eastern Halibut	0 15	0 17
Shad (Roe), each	0 50	0 75
Do., (back)	0 45	0 60
Flounders	0 06	0 07
Perch	....	0 09
Bullheads	....	0 12
hitefish	....	0 14

ONTARIO MARKETS

TORONTO, May 30.—Higher prices in numerous grocery lines were made effective during the week, but flour headed toward lower levels and this was a welcome trend of the market. Conditions with respect to getting goods have not improved very materially during the week. Pineapples is one of the lines in which lower prices can be anticipated as the strike at Havana has been settled and large quantities of these fruits are now arriving in New York from Cuba. By the second week in June the season for pineapples is expected to be at its best. Strawberries from Southern points are now coming in good quantities and as the local berry season approaches they are expected to get even more plentiful. Business was somewhat interrupted during the week by the holiday, but the volume of business continued quite satisfactory notwithstanding.

Sugar Production Is Catching Up

Toronto.

SUGAR.—Conditions on the Island of Cuba continue to be very favorable for a heavier production of sugar than was at one time anticipated. The visible production to May 19 was 2,377,760 tons against 2,634,803 tons to the corresponding date last year and 2,069,092 tons in 1915. This indicates that the present crop is continuing to progress steadily and is gradually catching up with the 1916 total. One of the authorities on the sugar situation estimates that there are 141 centrals still grinding on the Island of Cuba as against 53 centrals at the corresponding period last year. The freight situation from Cuba was a trifle better during the past week, as fair business in raw sugar was done to New Orleans at lower rates than had prevailed. Prospects continue favorable to shippers. During the past week the market for raw sugars in New York was generally dull with a tendency toward easier conditions. Quotations on purchases held at the same figure as last week, namely, 5.96c per pound duty paid. The House of Representatives in the United States has passed the bill providing for a 10 per cent. duty on all imported sugars. This measure has yet to run the gauntlet of the Senate but it is felt that it will ultimately pass. Locally prices remained unchanged with very little business being done.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 49
Acadia Sugar Refinery, extra granulated	8 49
Canada Sugar Refinery, extra granulated	8 49
Dominion Sugar Refinery, extra granulat'd	8 40
Yellow, No. 1	8 09
Special icing, barrel	8 69
Powdered, barrels	8 69
Paris lumps, barrels	9 09
Assorted tea cubes, boxes	9 09

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Peanut Butter And Other Soap Lines Up

Toronto.

PEANUT BUTTER, SOAPS, MILK.—An advance of 2c per pound has been made effective in the price of peanut butter during the week in bulk and approximately 10 per cent. advance on all lines of packages. In 24-lb. pails the price is now 20c per pound, while No. 1 containers are quoted at $1.25 per dozen, an advance of 10c. Jersey and Peerless condensed milk has also registered an increase, family size being now quoted at $5.25 per case, an advance of 25c and baby size at $2.50 case, an advance of 10c. Following the recent advances recorded in soap lines others have been increased during the past week. Lila Rose soap is now quoted at $4.25 per case, the former price being $3.60. Gem lye has been increased to $4.05, an advance of 20c. Soap chips in packages are quoted at $5 per case, an increase of 85c. Snow flake ammonia for 10-cent size is now $2.40, an increase of 15c, while the 5-cent size has been advanced to $1.55, an advance of 20c. Dingman's soap has been advanced, Challenge now selling at $3.70 per case and Electric at $5.15 per box. Dingman's XX soap chips in 50-lb. boxes are quoted at $6.40, an advance of 90c, and in barrels at 12c per pound, an increase of 1½c per pound. Tip top soap chips are quoted at $5 per box. Omo washing powder in 50-cent size has been increased to $3.75 per case. Ice cream salt has ben advanced 10c per bag of 200 pounds to $1.35.

Canned Goods Are In Continued Firmness

Toronto.

CANNED GOODS.—There was continued firmness in the market for canned goods during the week, with a disposition to move toward higher levels on peas. Canned raspberries, cherries and strawberries are about cleaned out of this market. Apples in gallon cans still find a ready sale and an advance of 25c per dozen was recorded in these lines during the week, making the selling price now $4. Corn is selling well and prices are firmly held, stocks for the most part being rather light.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 00	3 25
Alaska pinks, 1-lb. talls	2 40	2 75
Chums, 1-lb. talls	1 40	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 85
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 25	2 40
Tomatoes, 3s	2 40	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	1 95	2 35
Pumpkins, 2½s	1 95	2 10
Apples, gallons, doz.	....	4 00
Pineapples, Hawaiian, 2s, doz.	2 35	3 00
Pineapple, Hawaiian, 1s, doz.	....	1 50

Corn Syrup And Molasses Steady

Toronto.

MOLASSES, SYRUPS.—Corn syrups held in a steady market during the week, although an advance in the other products for the corn was recorded last week. Prices for corn have been holding at high levels and the market for all products manufactured therefrom are accordingly in firm position. Molasses is in good demand but prices remained unchanged. Cane syrup were also in steady market during the week. There is a very firm situation in molasses, as manufacturers are taking no firm quotations from their representatives without their confirmation.

Corn Syrups—		
Barrels, per lb.	....	0 06½
Cases, 2-lb. tins, 2 doz. in case	....	4 60
Cases, 5-lb. tins, 1 doz. in case	....	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	....	4 80

Molasses—		
Fancy Barbadoes, gal	0 78	0 82
West India, ½ bbls., gal	0 46	0 48
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz.	....	4 25
Tins, 3-lb., table grade, case 2 doz.		5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00

Opinion Prevails No Grecian Currants Coming

Toronto.

DRIED FRUITS.—The opinion prevails quite generally among importers and those closely in touch with the currant situation that there will be no supplies come forward from that quarter during the present year. This condition is brought about through the situation in Greece to a large extent. If such a circumstance is confirmed through developments it will mean that the local market will have to depend almost entirely on the Australian source of supply. There has been a heavy demand on this source and as yet only comparatively small quantities on order have been confirmed. The 1916 California crop of raisins is now all sold up which is the first time in the history of the industry that this has occurred at this time in the year. Prices on new crop raisins have not yet been named and will in all probability not be given out until some time in July. Prices on prunes continue to show great strength. Stocks in importers and wholesalers' hands locally are light and prices at the coast and in New York are now on a prohibitive basis. There has been no business in new-crop prunes as yet as prices are so high that buyers are not interested.

Apples, evaporated per lb.	0 13	0 13½
Apricots, choice 25's, faced	....	0 24
Candied Peels—		
Lemon	0 25	0 26
Orange	0 26	0 27
Citron	....	0 30
Currants—		
Filiatras, per lb.	0 21	0 22
Patras, per lb.	0 22	0 23
Vostizzas, per lb.	0 22	0 23
Cleaned, ½ cent more.		
Australians, lb.	0 21	0 22
Dates—		
Excelsior, pkgs., 3 doz. in case	3 55	3 75
Dromedary dates, 3 doz. in case	4 40	4 60
Figs—		
Taps, lb.	0 05¾	0 06½
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25's, faced	0 15	0 16
40-50s, per lb., 25's, faced	0 14½	0 15½
50-60s, per lb., 25's, faced	0 14	0 15
80-90s, per lb., 25's, unfaced	0 10	0 12½
Peaches—		
Choice, 25-lb. boxes	0 12	0 12½
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

Java Coffees Are In Stronger Position

Toronto.

COFFEE, COCOA.— With an advance of 2c to 3c per pound in the price of Java coffees for import the local market naturally has taken on a stronger position in this commodity. Freight rates from the far East are now 10c per pound, which coupled with war insurance and other charges brings the cost of transportation alone up to 13c per pound. Other grades of coffee remained unchanged. There is a heavy demand for both cocoa and coffee. Chicory is still very scarce and prices are very firmly maintained.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Teas Reported To Be Moving On Water

Toronto.

TEAS.—Some local importers of teas have recently received samples of teas which have been shipped on their account from India and Ceylon. As to where the tea actually is at the present time there has been no definite word. Shipments are reported to be on the way over several different routes but until they actually arrive tea men are not counting on anything definite. Stocks locally continue to dwindle in view of the non-arrival of stocks to replenish. The tea situation is characterized by one importer as a "waiting game." Until the arrival of stocks now on the way there may be a tendency for the market to hold steady. Prices locally remained unchanged.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Cream Of Tartar And Cloves Very Strong

Toronto.

SPICES.—There was a continuation of the firmness in the market for cream of tartar as big advances have been recorded in the primary market. Cloves are also higher in the New York market by 1½c per pound and if the condition persists prices locally are pretty sure to be marked up. Black pepper was in a very strong position, sales having been made in the primary market during the week at figures actually in excess of white pepper prices. This is accounted for by the fact that South America and the West Indies use black pepper very extensively and caused an acute situation by the persistency of their demand. This was perhaps the first time that black pepper ever sold higher than white pepper. There has been a good demand locally for spices of all kinds. Prices were unchanged in this market.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 32	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 30	0 38
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	0 55	0 58
American high test	0 58	0 65

Walnut Halves Have Been Advanced

Toronto.

NUTS.—Higher prices on walnut halves were recorded during the week, an advance of 3c to 5c having been made effective in certain quarters. As yet there has been very little business on fall booking as people are timid about ordering old-crop and there is very little chance of new-crop nuts for September shipment getting here in time for the Christmas trade. Prices on almonds are firm, an advance og ½c per pound having been recorded in the New York market. A shipment of Brazil nuts reached the New York market during the week but prices have not yet been named on these. Peanuts continue in a very strong position.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 19
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 14	0 17
Brazil nuts, lb.	....	0 15
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California	0 26	0 33
Peanuts, lb.	....	0 16

Tapioca Situation Approaching Famine

Toronto.

RICE AND TAPIOCA.—There is a continued acute situation in tapioca and available stocks are very firmly held. There is a near famine in this commodity on account of the shipping situation which is preventing further arrivals of either Penang or Singapore. Tapioca in the New York market is quoted at 12c by importers. Locally the range of quotations is the same as last week but stocks are light. During the past week there has been a fairly good delivery of rice to wholesalers and the demand is keeping up well. There was an advance of ½c per pound in Chinese rice in certain quarters.

Texas, fancy, per 100 lbs.	10 00	10 50
Siam, fancy, per 100 lbs.	7 75	9 00
Siam, second, per 100 lbs.	7 50	8 00
Japans, fancy, per 100 lbs.	7 50	8 50
Japans, second, per 100 lbs.	7 00	7 50
Chinese, per 100 lbs.	7 00	9 50
Tapioca, per lb.	0 12½	0 13½

Beans Well Cleaned Out Of Local Market

Toronto.

BEANS.—Stocks of beans in local wholesalers hands are about cleaned up

Some cars of Rangoon beans are rolling from the West Coast and are expected to be here for distribution by next week. Limas are very scarce and prevailing prices are around 19c to 20c per pound. Until the arrival of larger stocks of Rangoon beans there is little hope of relief in the bean situation. Where Ontario beans are available they are quoted from $9.50 to $11 per bushel .

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Black eyes, Cal., bushel	....	6 50
Limas, per pound	0 19	0 20

Certain Lines Of Package Cereals Up

Toronto.

PACKAGES.—As intimated in these columns last week there was a strong probability that a certain brand of krumbles was likely to advance. Which advance has taken place. Kellogg's krumbles are now quoted at $3.50 per case, an advance of 80c. Kellogg's bran has been advanced 5c and is now quoted at $1.45. Other lines of package cereals remained unchanged during the week, with a continued good demand.

Cornflakes, per case	3 25	3 40
Rolled oats, round, family size, cs.	4 00	4 50
Rolled oats, round regular 2-lb size, case	1 45	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10¾
No. 2, pound cartons	....	0 09¾
Starch, in 1-lb. cartons	....	0 10¾
Do., in 6-lb. tins	....	0 12½
Do., in 6-lb. papers	....	0 09¼

Trout Coming Well; Whitefish Scarce

Toronto.

FISH.—There were fairly heavy arrivals of salmon trout during the week but whitefish was very scarce. Storms on the upper lakes are presumed to have had a bad effect on fishing operations so far as whitefish is concerned. Prices held steady during the week and demand for fresh fish is keeping pace with the supply. Crabs are now off the market. Other fish lines remained unchanged in price.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	0 12	0 12½
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	....	1 60
Digby herring, bundle 5 boxes	1 10	1 25
Strip cod, 50-lb. boxes	....	4 50
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits 15 lbs	....	2 25
FRESH SEA FISH.		
Herring, fresh	0 08	0 09
Halibut, frozen	0 16½	0 17
Halibut, medium, fresh, lb.	0 16½	0 17
Cohoe salmon (red), frozen	0 14½	0 15
Haddock, fancy, express, lb.	0 08	0 09
Steak, cod, fancy, express, lb.	0 10	0 11
Flounders, lb., frozen	0 09	0 10
Winkels, per bag	....	1 75
FRESH LAKE FISH.		
Herring, lb.	0 10	0 12
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	0 15	0 16
Trout, lb., fresh	0 12	0 13
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Do., fresh, lb.	....	0 10

New Potatoes And Tomatoes Are Easier

Toronto.

VEGETABLES.—Easier prices prevailed on new potatoes in hampers from the Southern United States, the range being from $3 to $3.50 per hamper as compared with $3.75 last week. New Brunswick and Western potatoes are holding steady at the quotations of last week. Tomatoes in six-basket carriers are also slightly lower, the range being from $3.50 to $4. Canadian hothouse cucumbers on the other hand were higher, the price ranging from $1.75 to $2. Florida cukes in hampers were also higher in price for the better grades. Green string beans were 25c to 50c per hamper down at $3 to $3.50. Imported vegetables were the heaviest arrivals in the market, local products as yet not arriving very freely.

Asparagus, Can. grass, 11-qt. bkt.	1 25	2 00
Beets, new, hamper	....	2 25
Beans, green, string, hamper	3 00	3 50
Beans, golden wax, hamper	3 50	3 75
Cucumbers, Can., hothouse, 11-qt. basket	1 75	2 00
Cucumbers, Florida, hampers, 6 doz.	3 00	3 50
Cabbage, case	6 00	7 00
Carrots, new, hamper	2 00	2 25
Celery, Florida, half case	....	3 00
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 30
Cal. head lettuce, hamper	4 00	6 50
Mushrooms, 4 lbs.	....	2 50
Onions—		
Texas, 50-lb. box	2 75	3 25
Green, per doz. bunches	....	0 40
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	....	4 75
Elbertas, bag	4 25	4 50
New, hamper	3 00	3 50
Peas, green, hamper	2 50	2 75
Radishes, doz. bunches	0 30	0 35
Spinach, bushel hamper	1 00	1 50
Green peppers, doz.	....	1 00
Tomatoes, Flor., 6-bkt. carriers	3 50	4 00
Parsley, doz.	0 75	1 00
Watercress, basket	....	0 75
Turnips, bag	....	1 25
Turnips, new, hamper	....	1 50

Pineapples Likely To Be Lower Again

Toronto.

FRUIT.—Now that the strike in Havana has been settled pineapples from Cuba are again reaching the market in good quantities. Pines were higher during the week but heavy arrivals are due in New York this week and it is anticipated that pineapples will be at their best price for the season during the second week in June. California navel oranges are about cleaned up at the Coast and prices are firmer accordingly. Mediterranean sweets are coming now, however, and with the passing of the California navels the seedless oranges will be off the market for some time. Lemons showed a tendency toward firmer levels during the week. Rhubarb is coming more plentiful and in larger bunches, with the price showing an appreciable decline. Strawberries were firmly quoted at 20c to 22c per quart.

Apples—		
Boxes, American	2 75	3 00
Bananas, yellow, bunch	2 25	2 75
Bananas, red, bunch	2 50	3 00
Cherries, Cal., box	....	3 50
Oranges—		
Cal. Navels	3 00	3 50
Mediterranean Sweets	2 75	3 00
Grapefruit, Cuban, case	3 75	4 00
Florida, case	5 00	5 50
Lemons, Cal., case	3 75	4 00
Messinas, case	3 50	3 75
Pineapples, Porto Rican	3 25	4 00
Cuban, case	3 25	3 75
Rhubarb, doz. bunches	0 20	0 30
Strawberries, 1-qt.	0 20	0 22
Watermelons, each	0 75	1 00

MANITOBA MARKETS

WINNIPEG, May 30.—No advances have taken place lately in Crisco. This line advanced considerably several times in sucession a month or so ago. Another advance is not out of the question, as both lard and shortening have been advancing consistently, although there is no advance reported this week. Deliveries on condensed and evaporated milk have improved very materially of late. Considerable difficulty was experienced by jobbers securing supplies a month ago, but they are coming through better now. An advance took place on May 11th on St. Charles of 25c. per case. The trade is expecting another advance on corn syrup. Last advance on corn product was on starch on April 18th, when the price went up ¼c. per lb.

Country Dealers Continue To Buy Sugar

Winnipeg.

SUGAR.—Demand from the dealer in the country continues to be heavy, and no attention apparently is being paid to the fact that the market for raw sugar is slightly easier. The opinion held by local jobbers is that the market in Canada is away below New York basis.

To-day's Quotations On Corn Syrup

Winnipeg.

SYRUP.—Corn syrup continues very firm, and the trade here are expecting a further advance in view of the fact that an advance took place recently on starch. The following prices are being quoted on corn syrup to-day:—

2-lb. tins Beehive" and "Crown"	$4 73
5-lb. tins "Beehive" and "Crown"	5 13
10-lb. tins "Beehive" and "Crown"	4 86
20-lb. tins "Beehive" and "Crown"	4 87
½ bbl. "Beehive" and "Crown"	7 50
Crown, in quart sealers	4 43
"Lily White," 2-lb. tins	5 23
"Lily White," 5-lb. tins	5 63
"Lily White," 10-lb. tins	5 36
"Lily White," 20-lb. tins	5 37

Cooking Figs In Mats Remain Around 7½c

Winnipeg.

DRIED FRUITS.—Some idea of the way the prune market has been going can be gathered from the fact that Oregon prunes were offered here to cost laid

down in Winnipeg 90-100 at 13c. The usual price for this size is around 10c. It is stated that spot prunes in California are practically off the market, and in many cases prices on both prunes and raisins have been withdrawn. Attention has been drawn several times to the fact that cooking figs in mats are selling to the retailer at 7½c. per lb., and are the cheapest dried fruit on the market. Jobbers are expecting further supplies of this fruit from Portungal at the same price.

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb..	....	0 13½
Apples, 25-lb. boxes.....	....	0 13¾
Apples, 3-lb. cartons, each....	0 42	0 44
Pears, choice, 25's	....	0 13⅜
Apricots—		
Choice, 25's	....	0 23
Choice, 10's	....	0 24
Peaches—		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants—		
Fresh cleaned, half cases, Australian, lb.	0 19	0 22
Dates—		
Hallowees, 68-lb. boxes	....	0 12⅛
Fards, box, 12 lbs.	....	2 00
Raisins, California—		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes.	....	0 10
3 crown, loose, 10-lb. boxes.	....	0 10½
Figs—		
Cooking, in mats	....	0 07½
Mediterranean, 33-lb. mats....	....	0 08½
Prunes—		
90 to 100, 25s	....	0 11½
40 to 50, 25s	....	0 15
Peels—		
Orange, lb., 7-lb. boxes.....	....	0 22½
Lemon, lb., 7-lb. boxes.....	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

White Beans $7.50 Bushel; Higher Prices Coming

Winnipeg.

DRIED VEGETABLES.—Some of the jobbers seem to be getting supplies of white beans from somewhere, but not in large volume. Prices vary considerably. One house announced this week that they have a supply of fancy white beans at 7.50 per bushel. Limas vary in price from 20c. to 25c. lb., and there are very few selling at that price. The feeling is that barlev has about reached its limit if it is to sell at all. Following prices are about as low as barley can be had to-day: pot, 98's, 5.25; pearl, 98's, 7.25. It would not be surprising to see barley go higher later on, but it can hardly do it just now. A local broker states that he placed an order this week for Indian beans, which are similar to Manchurians, to cost the local jobber 6.45 delivered Winnipeg. These are for June shipment.

California Lima Beans—		
80-lb. sacks	0 20	0 25
Peas—		
Split peas, sack, 98 lbs.....	7 00	7 50
Whole green peas, bush.....	....	5 50
Whole yellow, bushel.....	....	3 50

Events In Brazil Make Coffee Market Erratic

Winnipeg.

COFFEE.—The market has been very erratic ever since it became evident that Brazil was likely to go to war with Germany. Altogether there has been an advance of 50c. per cwt. on Rios, and Santos were affected proportionately. In view of these conditions there was a tendency on the part of local brokers to buy heavily, but some hesitancy was shown owing to the fact that Brazil, at the time of writing, was not sure whether she was going to fight or not. It is not likely that this advance will have any effect on the price to retailers in Western Canada, as stocks of coffee in Winnipeg are rather heavy.

Advance Announced In Japanese Teas

Winnipeg.

TEA.—An advance is announced in Japan teas. This comes rather as a surprise, as it had been announced that the crop was a good one. Japanese tea was sold this year on the limit of last year's prices, but within the last few days prices have advanced 2c., and the reason given is that ocean and overland tonnage necessitates this advance.

Macaroni Good Value At To-day's Figures

Winnipeg.

MACARONI. — The statement was made by a local house this week that macaroni at present price is very good value. On most lines there have been no advances for six months or more, and on account of the high price paid for flour, it is natural to expect a higher price before long. For example, it is stated that a well known brand which cost the retailer $2 to-day, would cost the jobber $2.05 if bought at to-day's prices.

Higher Price On Pure Fruit And Apple

Winnipeg.

JAMS.—There have been gradual advances in a number of lines of jams, and the advances are more noticeable in the cheaper grades of pure fruit and apple. As low as 43c. per tin is being asked for 4-lb. tin of pure fruit and apple, but 48c. is the price that will have to be paid soon.

Biscuits Up, But Should Remain Steady

Winnipeg.

BISCUITS.—Most lines seem to be on the up-grade following the recent extraordinary advances in flour, the average advance amounting to about 2c. per lb. Further advances are unlikely as flour has been easier, but jobbers state they do not expect any reduction.

Rice Quiet, Gradual Advance Certain

Winnipeg.

RICE.—There does not appear to be any further advance in sight on rice, but this will have to come sooner or later, and will probably take place gradually. The higher price which has gone into effect does not seem to be felt very much, as the demand is very light just now, as it always is in the summer time.

Japan, No. 1, lb.	0 06½
Japan, No. 2, lb.	0 05¾
Siam, lb.	0 05¼
Patna, lb.	0 06¾
Tapioca, lb.	0 09¼
Sago, lb.	0 08

Retailers Raise Prices On Canned Vegetables

Winnipeg.

CANNED GOODS.—There seems to be a tendency on the part of most jobbers in Winnipeg to raise their quotations on canned tomatoes and corn, slightly. Another jobber announces an advance this week on tomatoes, 2½'s, which he is now selling at 4.35, and corn at 3.50. His quotations on peas are unchanged. Everything in the line of canned vegetables seems to be moving very well, and it looks as though good prices are going to be secured this year. Canned fruits are all going well, and there is a marked scarcity of canned raspberries. All indications are that prices on canned salmon will be high from now until arrival of new pack. It is understood that the demand for canned vegeables is improving to such an extent in the retail stores that dealers are beginning to advance their prices. This is the time of year when the demand for canned goods becomes heavy, when the supply of roots, such as carrots, parsnips and turnips, is pretty nearly exhausted.

Potatoes Decline To $1.75 Per Bushel

Winnipeg.

FRUITS AND VEGETABLES.—The most important news of this market is a marked drop in the price of potatoes, which can now be bought at $1.75 per bushel. A week ago there was a scarcity, and dealers were paying as high as $2.25. There has been a heavy demand from the East for a month, and it was this which sent the price of potatoes so high. Then it was found that the long haul of ten days was too much, especially in hot weather; the potatoes commenced to grow in the cars, and soon the demand from the East began to drop off. Another factor in bringing the market down was the arrival of new potatoes on the market from the United States; while the price for these was very high—$4 per bushel—the fact that they were arriving was sufficient to cause a sag in the market for old potatoes. There has also been a falling off in demand for Canadian potatoes in the United States, where new potatoes are now cheaper than those imported from Canada. There are very few potatoes being offered in Manitoba now, and the feeling among dealers is that the market will remain firm around $1.75 per bushel. A frost in Missouri had the effect of raising the price of strawberries to $5.50 per case of 24 quarts. Strawberries from Arkansas apparently are finished. California cabbage is down to 8c. per lb.

Manitoba potatoes, bushel	....	1 75
Celery, Cal., case	....	3 50
Cucumbers, box	....	4 50
Carrots, new, lb.	....	0 06
Turnips, old, lb.	....	0 02
Cabbage, Cal., lb.	....	0 08
Cauliflower, Cal., small crates....	....	3 00
Head lettuce, Cal., doz.	....	1 25
Lettuce, leaf, doz.	..	0 40
Imported mushrooms	....	0 90
Parsley, imported, doz.	....	0 60
Peas, green, lb.	....	0 20
Spinach, lb.	....	0 15
Tomatoes, Florida, case.....	....	6 00
Fruits—		
Oranges, navel, case	....	4 00
Lemons	....	5 00

Continued on page 46.

FLOUR AND CEREALS

Flour Declines And Is Easier

Montreal.

FLOUR AND FEEDS. — Since last report flour has dropped a dollar owing to the generally easier tone of the wheat market. The boom of speculation has subsided, and the outlook in the view of some of the best posted men in touch with matters, is towards even easier conditions as to price for some little time yet. So far it would appear that the reduction in prices has not stimulated buying very greatly. People are still buying rather sparingly, and only to meet immediate needs though stocks in some quarters are supposed to be running low. There is a tendency to wait until flour seems to have really touched the bottom of the market again, and buying will probably begin then very actively with flour once more on the rise. Reports from the wheat zones are encouraging, the weather in the west being better apparently than it has been in the past during May. Much seeding has been successfully done, and crop outlook at this early stage is satisfactory. As regards feeds the market is easier by a couple of dollars on all the principal feeds per ton, and feed oats are down also. The demand for bran has been weaker, and demand for the other feeds is falling off with the rapid growth of the grass. It is not expected, however, that feeds will ever be what might be called cheap this season, and with maintenance of demand for lines required steadily in farm stock feeding these will probably hold fairly steary at higher levels than in previous years' experience.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 60	13 80
Second patents	13 10	13 30
Strong bakers	12 90	13 10
Winter Wheat Flour		
Fancy patents	15 00	15 50
90%, in wood	14 00	14 50
90%, in bags	6 50	6 75
Bran, per ton	38 00	40 00
Shorts	44 00	46 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 88	0 90

Cereals Firm And Package Oats Steady

Montreal.

CEREALS.—Cereal prices remain for the most part steady this week except for those based upon wheat and flour markets, such as Graham Flour, Whole Wheat Flour and Wheatlets. Most of the package cereal are at steady figures as last week's and in fair demand, the fact being that package rolled oats for instance offers better value cent for cent than bulk goods and many retailers are recommending them. Well known and advertised lines of rolled oats in round packages are selling to the retailer at $4.50 per case of 20 packets. Cartons are from $1.40 to $1.55 according to size of cartons and number in case. Corn is easier in principal markets, but wholesale prices of corn-meal are steady. Barley, hominy, peas etc., are steady.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 00	7 25
Buckwheat flour, 98 lbs.	5 25	5 50
Corn flour, 98 lbs.	....	6 00
Cornmeal, yellow, 98 lbs.	5 50	6 00
Graham flour, 98 lbs.	....	6 55
Hominy, grits, 98 lbs.	6 15	6 75
Hominy, pearl, 98 lbs.	6 15	6 75
Oatmeal, standard, 98 lbs.	....	5 25
Oatmeal, granulated, 98 lbs.	....	5 25
Peas, Canadian, boiling, bush.	....	4 25
Split peas	9 50	10 00
Rolled oats, 90-lb. bags	4 50	4 75
Whole wheat flour, 98 lbs.	....	6 55
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	6 80

Flour Dropped $1 Per Barrel

Some Ontario Flour Going Into United States to Supply Army—Wheat Declines During Week

Toronto.

FLOUR.—Declines were registered in both Manitoba and Ontario wheat flour during the week. First patents Manitoba in carload lots is now being quoted at $13.50 per barrel, which is a decline of $1. Ontario winter wheat flour on the other hand is being quoted from $12 to $13.50 per barrel. There is a fairly good demand reported for Ontario flour within the past week, considerable sales having been reported for export into the United States for use of the military forces. From some quarters locally reports are to the effect that the local demand is picking up somewhat. But millers for the most part state the inquiry is very small, due in large measure to the declining market. People are evidently waiting to see if the bottom has been reached. There was a gradually sagging market for cash wheat during the week at Winnipeg and flour followed down in sympathy. On Tuesday of last week sales of cash wheat were made at $2.75 per bushel and the following day it dropped to $2.55. On Monday of this week it went as low as $2.44 per bushel. The October option in wheat also declined but not to such a degree as the cash wheat.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour —		
First patents	$13 50	$13 70
Second patents	13 00	13 20
Strong bakers	12 80	13 00
Ontario Winter Wheat Flour—		
High patents	12.00-13.50	12.30-13.80
Second patents	13 10	13 30

Graham Flour And Whole Wheat Down

Toronto

CEREALS.—Following the decline in flour there have been sympathetic declines in graham flour, whole wheat and wheatlets. There has been considerable strength in the market for all corn products, advances having been recorded in corn flour, cornmeal, hominy grits and pearl hominy. The firmness is due to the condition in the corn market. Rolled oats held in a steady market with demand fair. Mills are busy on old contracts on account of Governments orders.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	....	7 00
Corn flour, 98 lbs.	6 20	6 45
Cornmeal, yellow, 98 lbs.	5 00	5 50
Farina, 98 lbs.	6 20	8 00
Graham flour, 98 lbs.	6 00	7 00
Hominy grits, 98 lbs.	....	6 20
Hominy, pearl, 98 lbs.	....	6 20
Oatmeal, 98 lbs.	5 20	6 25
Rolled oats, 90-lb. bags	4 60	5 00
Rolled wheat, 100-lb. bbls.	7 35	7 50
Whole wheat flour, 98 lbs.	6 00	7 00
Wheatlets, 98 lbs.	6 50	8 00
Peas, yellow, split, 98 lbs.	10 20	11 00
Blue peas, lb.	0 10	0 12

Above prices give the range of quotations to the retail trade.

Bran, Shorts And Middlings All Down

Toronto

MILLFEEDS.—A decline of $2 per ton was recorded in the price of bran during the week following the slackening of demand with the coming of the grass feeding season. Shorts also declined from $2 to $5 per ton in certain instances, while middlings were lower by $2 per ton and feed flour declined a like amount. Ontario oats were higher in price the quotations running from 82c. to 86c. per bushel. Manitoba oats remained unchanged. Demand for mill feeds locally is getting into the light season. There is, however, a heavy demand on account of the British Government.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$38 00	$40 00
Shorts	44 00	46 00
Special middlings	50 00	52 00
Feed flour	61 00	63 00
Ontario oats, No. 2 (nominal)	0 82	0 86
Manitoba oats, No. 2 (nominal)	....	0 89

Flour Declines Sharply; Rolled Oats 80's $3.75

Winnipeg.

FLOUR AND CEREALS.—The close of the week showed a decided tendency toward weakness. There was a decline on Saturday of $1 and a further decline

of 40c. on Monday bringing it down to a $12.70 basis. The reason for the easiness is that farmers cannot find a market just now for their wheat, and are compelled to take what they can get. Ultimately, however, the price of flour will be firm, although there may be a temporary set back just now. One of the reasons for the easiness is that an embargo on deliveries to Sweden and the Baltic has been placed, which throws considerable stuff back on the market, and cancels contracts. Price of rolled oats 80'c at the beginning of this week was $3.75, and this price was being quoted by most mills. This lower price is attributed to the lower oat market. Cornmeal is selling for $5 for 98's. The grain market has lately been reaching unheard of figures, and difficulty is experienced getting any milling corn, in fact it is bringing a premium. Standard oatmeal, 89's, is selling for $4.85, having declined slightly lately. Feed is inclined to be a little easier, bran selling for $36, shorts, $39, oat chop, $51.

Flour—		
Best patents	....	12 70
Bakers	....	12 20
Clears	....	11 60
XXXX	....	10 60
Cereals—		
Rolled oats, 80's	....	3 75
Rolled oats, pkgs., family size.	....	4 50
Cornmeal, 98's	....	5 00
Oatmeal, 98's	....	4 85
Feeds—		
Bran, per ton	....	36 00
Shorts, per ton	....	39 00
Mixed chop, ton	....	52 00

WEEKLY MARKET REPORTS

(Continued from page 44).

Grape Fruit	....	6 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.	....	11 00
Strawberries, case of 24 qts.	....	5 50
Bananas, lb.	....	0 05
Rhubarb, Washington, box	....	1 25
Pineapples, case	....	4 50

Salmon Late In Arriving; Fresh Pickerel At 12c

Winnipeg.

FISH AND POULTRY.—Fresh salmon is not arriving nearly as quickly as is usual. It is stated that very little is being caught at the Coast, and that the run is late. When salmon does begin to arrive, it should come in large quantities, as this is the big year. Fresh pickerel is coming in now, and should be plentiful for some weeks; it is bringing 12c. per lb. Whitefish is arriving in fairly large quantities, and is selling to the trade at 14c. Fresh salmon should be down to 21c. or even 20c. this week. Poultry is still very quiet.

Whitefish	....	0 12
Salmon, frozen	....	0 15
Salmon, fresh	....	0 22
Halibut, fresh	....	0 15
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Mackerel, 20-lb. kits	3 00	3 50
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	....	1 50
Smelts, extra	....	0 23
Brook trout, frozen	....	0 35
Smoked fillets	....	0 17
Sea herring	....	0 07½

WEEKLY MARKET REPORTS BY WIRE

(Continued from page 47).

Sugar—		
Standard granulated	8 55	8 60
Bright yellow	8 35	8 40
No. 1 yellow	8 15	8 20
Paris lumps	9 75	10 00
Cheese, N.B., twins	0 27	0 28
Eggs, new-laid	0 33	0 36
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 37	0 40
Lard, pure, lb.	....	0 29½
Lard, compound	....	0 22¾
American clear pork	54 00	57 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	4 70
Corn, 2s, standard case	....	3 60
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	....	3 50
Strawberries, 2s, Ont., case	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 75	9 50
Salmon, Chums	5 25	5 50
Sardines, domestic, case	....	6 00
Cream tartar	0 51	0 54
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12
Raisins, fancy, lb.	....	0 12¼
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 12½	0 13
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon.	0 26	0 27
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Apples, Oregon, box	3 75	4 25
Lemons, Messina, box	4 00	4 50
Lemons, Cal., box	4 00	4 50
Oranges, Cal., box	4 00	4 75
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	....	8 00
Onions, Bermudas, 50-lb. crate.	3 00	3 25
Tomatoes, Florida, 30-lb. crate.	4 50	5 00
Cucumbers, doz.	1 00	1 25
Pineapples, per crate	3 50	4 00

A SLICE O' BREAD

"I am a Slice of Bread.

"I measure three inches by two-and-a-half, and my thickness is half-an-inch.

"My weight is exactly an ounce.

"I am wasted once a day by 48,000,000 people in Britain.

"I am 'the bit left over,' the slice eaten absent-mindedly when really I wasn't needed; I am the waste crust.

"If you collected me and my companions for a whole week you would find that we amounted to 9,380 tons of good bread—WASTED!

"Two Shiploads of Good Bread!

"Almost as much—striking an average—as twenty German submarines could sink—even if they had good luck.

"When you throw me away or waste me you are adding twenty submarines to the German Navy."—Issued by the National War Savings Committee, Salisbury Square, E.C.

THREE MILLION BUSHELS OF WHEAT WASTED ANNUALLY

That over 3,000,000 bushels of Canadian wheat could be saved annually if millers were to cease the production of white flour, and instead, roll out the whole wheat in one uniform mixture, is the opinion of C. J. Lovell, a Winnipeg financial broker. Mr. Lovell says white flour is too much of a luxury in war time and that millers could save thousands of dollars in labor and machinery necessary to separate the white flour from the bran.

COMMERCIALIZING OF THE WORD ANZAC PROHIBITED

Orders in Council under date of March 30 and May 11 have been passed prohibiting the word "Anzac" to be used in any trade-mark registered in Canada, and further prohibiting the use of the word "Anzac" either alone or in a compound word in or as descriptive of the name of any company in Canada; and further the application of the said word to any article sold or offered for sale in Canada is prohibited, as is the importation into Canada of any goods bearing such trade mark.

This action has followed similar action by the Governments of Australia and New Zealand in view of the word "Anzac" being composed of the initial letters of the words "Australia and New Zealand Army Corps," which has become almost sacred for its associations with the heroism and self-sacrifice of the Australian and New Zealand troops in the Gallipoli campaign.

BRITISH EMBARGO ON LEAD NECESSITATES MANUFACTURE OF BOTTLE CAPS OF FINER MATERIAL

Owing to a recent regulation issued by the British Government, it is forbidden to ship or even manufacture any articles containing lead. Betts and Company, London, England, probably the largest manufacturers of bottle capsules in the world, have sent a circular to the trade notifying them of the fact that because of this restriction the capsule of the usual material cannot be supplied. For this reason, they state, in order that their clientele may not be disappointed, they are undertaking the manufacture of capsules in a more expensive material in which no prohibition exists. There will be some slight increase in cost, but it is not believed that it will be a sufficiently large item to deter any users from handling this interim commodity.

SCOTT AND BOWNE

Watsessing Ave. Station, Bloomfield, N.J.

May 17, 1917.

Mr. B. T. Huston,
c.o. CANADIAN GROCER,
143-145 University Ave., Toronto.

Dear Sir,—The copy of your April issue mentioned in your letter of the 1st inst., has been delayed in arriving, but the writer has just looked it over with keen delight and am agreeably surprised at the snap and vigor of its articles, as well as the handsome typographical effect of the whole magazine.

Canadian grocers may well feel proud of their spokesman, its whole make-up shows a keen search for workable ideas which are particularly well presented.

Very truly yours,
SCOTT AND BOWNE.
(Signed) Geo. W. Jackson.

People judge stores by their outward appearance just as they size up people in the same way. Make your store front create a favorable impression.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., May 29.—It is some time ago since a shortage in spices, especially peppers, was mentioned. The shortage in this regard is becoming more acute, especially as the Dominion inland revenue department has been getting particularly busy in this section and the laboratories are unhesitatingly reporting the presence of foreign matter where found. A leading local wholesaler and manufacturer, whose goods were found good by government test, said to-day that war or no war Vancouver would soon have to go short on genuine peppers and spices or use substitutes. Currants are almost unobtainable and a firm holding stock of Australian currants refuses to name a price. Flavoring extracts have advanced to retailers but hardly enough to warrant the grocer selling at two for a quarter instead of ten cents each. Flour has eased up another fraction but not enough to affect the price of bread. The California strawberry crop is now cleaned up and despite wails about hard times Vancouver took a large share of it. Washington and Oregan "Straws" will be coming next week. The California Navel Orange crop is about exhausted and prices have advanced but there is no diminution in demand. The dry onion market has slumped a little owing to the fact that supplies of dry onions are coming from California; they are poor keepers though and the long keeping Australian browns are not likely to be sacrificed.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	....	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	....	15 20
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1	....	140 00
Do., Siam, No. 2	....	125 00
Beans, Japanese, per lb.	....	....
Potatoes, per ton	70 00	80 00
Lard, pure, in 400-lb. tierces, lb.	....	0 28½
Butter, fresh made creamery, lb.	....	0 47
Eggs, new laid, in cartons, doz.	....	0 45
Cheese, new, large, per lb.	....	0 29½

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, May 29.—Flour declined to $13.40 per barrel during the week and a further decline is expected. Small white beans are offered at 12c. to 15c. per pound and lima beans at 16c. to 17c. per pound. Sago is now selling at 10c. and tapioca at 11c. per pound. With exception of Patna all rices show advances. New Ontario cheese large is quoted to arrive at about 20c. per pound. There is a firm situation in molasses and fancy Barbadoes has advanced to 82c. per gallon. Prunes have again advanced and 90-100s are now selling at 13½c. per pound. Gold, Ivoy and White Naphtha soaps are all up 70c. per case. Choice evaporated pears are now being offered at 16c. to 17c. per pound. Gelatine, package teas, lye, split peas, peels, pork and beans and canned meats are all higher this week. Starches are up ¼c. per pound. Canned soups, soaps, jelly powders, pickles, lamp chimneys are also some of the recent advances.

CALGARY:		
Beans, small white, Japan, lb.	0 12	0 15
Flour, No. 1 patents, 98s, per bbl.	....	13 40
Molasses, extra fancy, gal.	....	0 82
Rolled oats, 80s	....	3 50
Rice, Siam, cwt.	5 20	5 30
Sago and Tapioca, lb.	0 10	0 11
Sugar, pure cane, granulated, cwt.	....	9 45
Cheese, No. 1 Ontario, large	0 27	0 30
Butter, creamery, lb.	....	0 45
Lard, pure, 3s per case	....	....
Eggs, new-laid, case	11 50	12 00
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 70	4 00
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 40
Salmon, finest sockeye, tall, case	....	12 25
Salmon, pink, tall, case	6 00	6 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 29. — Favorable conditions prevail for the crop outlook and trade throughout the district is good. Flour has declined to $13.50 per barrel. Sugar is firm at $9.24; lard is quoted at $16.50 per case for three pound pails. Eggs are slightly lower at 37c. per dozen and pineapple is higher at from $4.75 to $5.15 per case. Peanut butter has advanced 25c. a case. Sauerkraut is higher by 50c. a keg; golddust is up 75c. per case and Fairy soap has advanced $1 per case. Red Rose tea, 3 lbs. is $1.13 and Blue Ribbon tea, 3 lbs. 93c. Laundry and cornstarch recently advanced ¼c. per pound. Stove polish has advanced 10c. and cocoanut is up 1c. per pound. Eggo baking powder has advanced $3 per case. Grapenuts have advanced 10c.

REGINA		
Beans, small white Japan, bu.	....	7 50
Flour, No. 1 patents, 98s, per bbl.	....	13 50
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	4 75
Rice, Siam, cwt.	....	5 50
Sago and tapioca, lb.	....	0 10¾
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, gran., cwt.	....	9 24
Cheese, No. 1 Ontario, large	....	0 30
Butter, creamery, lb.	....	0 42
Lard, pure, 3s, per case	....	16 50
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 37
Pineapples, case	4 75	5 15
Tomatoes, 3s, standard case	....	4 65
Corn, 2s, standard, case	....	3 75
Peas, 2s, standard, case	....	2 95
Apples, gals., Ontario	....	2 25
Strawberries, 2s, Ont., case	....	5 15
Raspberries, 2s, Ont., case	....	5 45
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case	....	13 25
Salmon, pink, tall, case	....	7 50
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 29.—Flour continued to show a weak tendency during the week, a decline of $1 per barrel in Manitoba was followed by a drop of a similar amount in Ontario and another of 60c. today also in Ontario, making the price of Manitoba now $14.50 and Ontario $13.55. Rice also a downward tendency, making the price for Siam now $7 per hundred. Dairy products are in easier tone, butter now being quoted 37c to 40c, and eggs 33c. to 36c. per doz. Other changes in grocery commodities are all in an upward direction. Rolled oats have advanced 25c. and are now quoted at $10 per barrel.American clear pork shows a still higher tendency, now being quoted at $54 to $57. Canned corn has advanced to $3.60. Canned apples are quoted at $3.50 dozen, while domestic sardines are up to $6. Oregon apples are 50c. per box higher, now being quoted at $3.75 to $4.25. Grapefruit is now quoted at $5.50 to $6 per case. Bermuda onions were lower by 25c. during the week, the price now being $3 to 3.25 per box. Florida tomatoes are higher at $4.50 to $5 per carrier. Potatoes have reached a new record of $8 per barrel, an advance of 50c. and are very scarce and hard to get even at the figure quoted. Soaps are advancing, some manufacturers having withdrawn prices today, while others announce increases of 25c to 50c per case.

ST. JOHN, N.B.—		
Flour, No. 1 patents, bbls., Man.	....	14 50
Ontario	....	13 55
Cornmeal, gran., bbls.	....	9 75
Cornmeal, ordinary, bags	....	3 50
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.	....	10 00
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	....	7 00
Sago and tapioca, lb.	0 13½	0 14

Continued on page 46.

PRODUCE AND PROVISIONS

Hogs Very Scarce; Products Very Firm

Montreal.

PROVISIONS. — Supplies of hogs coming in are neither sufficient nor satisfactory as to quality at present, and it would seem as if the new season's production of pork on the hoof were to be late this summer like many other agricultural products. Cost of feeds may have retarded things in this direction, but better developments are hoped for than present indications promise. Live hogs were selling in Montreal at time of writing at $18.25 to $18.50 per 100 lbs. Dressed were bringing $25.00 per hundred as last week. Products are not altered much in price, though it may be noted that breakfast bacon is priced 35 cents to retailers in some quarters, and plain backs 37 cents, with boneless backs 39 cents. These prices are higher than quotations below which are however, still available in other quarters. Shortening is again up half a cent due to firmness in cotton seed oil.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 32	0 34
Boneless, per lb.	0 34	0 35
Bacon—		
Breakfast, per lb.	0 32	0 33
Roll, per lb.	0 26	0 27
Dry Salt Meats—		
Long clear bacon, ton lots	0 24	0 25
Long clear bacon, small lots	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	....	0 42
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 36½	0 37½
Shoulders, roast, per lb.	0 37	0 37½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 29
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	0 23
Tubs, 50 lbs.	0 23	0 23¼
Pails, 20 lbs., per lb.	0 23¾	0 24
Bricks, 1 lb., per lb.	0 24	0 24¼

Poultry Market Is Steady; Good Demand

Montreal.

POULTRY.—There is very little alteration in conditions as to supply of poultry during the current week in Montreal. The market for cold storage birds continues very good, and a few arrivals of live poultry are coming forward. Demand is certainly well maintained, and the public appreciation of the food values offered in poultry at the prices prevailing is being duly encouraged. Prices show no alteration this week.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	....	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	25
Turkeys (old toms, dressed, lb.	....	0 32
Turkeys (young)	....	0 33

Eggs Decidedly In An Easier Market

Montreal.

EGGS.—The market is decidedly weaker for eggs. Some large dealers are practically out of the market this week stating that they have enough eggs in hand un-candled to keep their men supplied all week. Supplies are coming in fast from practically all quarters and although in some districts receipts are reported less than last year at this time, these are off-set by heavier receipts in other quarters. The English market is decidedly easier, and there is no prospect of business at present in that direction. Dealers have received numerous enquiries for prices from Western Canada and are quoting 35 cents as the general price in Ontario at time of writing is put at 37 cents to stores. There arrived in Montreal for the week ending May 26, 27,246 cases of eggs, as compared with 21,547 cases for the previous week, and only 15,962 cases for the corresponding period last year.

Eggs—		
New laid	0 43	0 44

Butter Prices Show Signs Of Weakness

Montreal.

Butter.—An easier tone is found in the butter market this week, and prices are distinctly lower than last week's quotations. At Cowansville at the end of last week the Board business showed butter prices below 40 cents, the lowest for some time. Thirty-nine cents was the figure for finest. This week to the retailer creamery prints fresh made are selling at 42-42½ and solids 41-42 cents. Dairy prints are at 35 to 36 cents, and choice dairy in tubs a cent a pound lower in the same range. There has, however, been a reaction in bakers' butter and for good bakers' butter one dealer has been able to get easily 33 cents. There arrived in Montreal for the week ending May 26, 8071 pkgs. of butter as compared with 8,789 pkgs. for the previous week, and 9,387 pkgs. for the corresponding period last year.

Butter—		
Creamery prints (fresh made)	0 42	0 42½
Creamery solids (fresh made)	0 41	0 42
Dairy prints, choice, lb.	0 35	0 36
Dairy, in tubs (choice)	0 34	0 35
Bakers	0 32	0 33

Cheese Market Is Not Very Settled

Montreal.

CHEESE.—There has been a period of dullness in the cheese market generally during the waiting spell brought about by the operations of the cheese commission. Prices have shown tendencies towards reduction, but no changes had been made at time of writing. Large quantities of cheese are being held in the country until decision is reached as to the prices, which depend on information from Britain. Some holdings of cheese have however been marketed at as low as 22½ cents to 23½ in the country but higher prices are more probable when the business really moves normally again for its season. Export of cheese is still full of the element of doubt as to space to be available. Some cheese shipments have been travilling via New York, a route full of business inconveniences but still feasible for some exporters.

Cheese—		
Large (new), per lb.	0 26	0 26½
New twins, per lb.	0 26	0 26½
Triplets, per lb.	....	0 26½
Stilton, per lb.	....	0 29
Fancy, old cheese, per lb.	....	0 32

Strong Demand Found For Maple Sugar

Montreal.

HONEY AND MAPLE SYRUP.—There is little or no change in the market condition as to honey, and price quotations are maintained with moderate demand, and supplies only sufficient to last until the new crop commences to come in. Maple product is firmer in tone, for production is long over now, and it is by no means certain that sufficient was made to supply demand of both Canadian and United States consumers, let alone the overseas demand which is growing greater owing to the presence of so many Canadians in France and Britain setting the fashion and creating a taste for maple sugar and syrup. One wholesale firm this week quotes $1.75 for syrup per gallon and 17 cents for sugar.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins	....	0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 131 lbs. Imp. meas., per gal.	1 45	1 75
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.	0 14	0 17



Lantic Sugar









Every day the people in Canada know more and more about

Lantic Sugar

PROGRESSIVE GROCERS who appreciate the economy, cleanliness and labor-saving of well-packed goods are recommending LANTIC bags and cartons to their customers. Such progressive grocers are the most effective publicity any food product can have.

THE RED BALL TRADE-MARK is known everywhere. Any child in the street will tell you it stands for LANTIC SUGAR.

24 SHEET POSTERS, conspicuously located in every important town and city, tell the story of LANTIC. Everybody walks and rides, whether they read or not.

OUR NEWSPAPER ADVERTISING is stronger and better than ever. Nearly every paper you pick up has a LANTIC ad.

THE WOMEN'S MAGAZINES—the trade papers of the home—tell their readers to use LANTIC SUGAR and **how to use it.**

OUR THREE NEW COOK BOOKS — "Lantic Cakes and Candies," "Lantic Desserts," "Lantic Preserves," contain the most complete collection of recipes for delicious sweets ever offered to the housewife. We send these for a red ball trade-mark cut from a package. Every woman in Canada will buy a package of LANTIC to get these books.

This well-considered publicity will still further increase the enormous demand for LANTIC SUGAR.

"Pure And Uncolored"

The recent ruling of the government prohibiting the use of dyes or coloring in sugar does not affect LANTIC SUGARS, as the trade is well acquainted with the fact that we have never used artificial colorings.

Atlantic Sugar Refineries, Ltd. **Power Bldg., Montreal**

If any advertisement interests you, tear it out now and place with letters to be answered.

Cooked Meats Easier In Tone

Hams Slightly Lower in Price—Lard and Compound Hold Steady—Live Hogs Arriving in Good Numbers.

Toronto

PROVISIONS.—There was a tendency to lower prices in cooked hams during the week as an encouragement to this trade with the coming of the summer months. Plain backs were also lower in some quarters but boneless backs were ½c higher. The demand for cooked meats of all kinds is keeping up well and with the coming of the summer season heavier consumption is expected. Pure lard and compound lard held steady during the week. The demand for pure lard is fairly good and stocks are not heavy. In compound lard and shortening there has been a steady market with a strong position in cotton seed oil which in the opinion of some well-informed on the conditions will undoubtedly work out toward higher prices for compound. Live hogs were in slightly easier tone during the week in the face of fairly heavy arrivals, the range for fed and watered being from $16.50 to $16.75 and off cars $16.75 to $17. Packers are inclined to keep away from live hogs f.o.b. as they prefer to see what they are buying

Hams—		
Medium, per lb.	0 29½	0 31
Large, per lb.	0 26	0 28
Backs—		
Plain	0 33	0 38
Boneless, per lb.	0 38	0 40
Bacon—		
Breakfast, per lb.	0 32	0 34
Roll, per lb.	0 27½	0 29½
Wiltshire bacon, per lb.	0 31	0 34
Dry Salt Meats—		
Long clear bacon	0 26½	0 27
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 40	0 42
Hams, roast, per lb.	0 42	0 45
Shoulders, roast, per lb.	0 40	0 42
Barrel Pork —		
Mess pork, bbl., 200 lbs.	46 00	48 00
Short cut backs, bbl., 200 lbs.	....	50 00
Pickled rolls, bbl., 200 lbs.	....	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26½	0 27
Compound tierces, 400 lbs., lb.	0 22¼	0 23¾

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—		
Dressed, abattoir killed	23 50	25 50
Live, off cars	16 75	17 00
Live, fed and watered	16 50	16 75
Live, f.o.b.	15 65	15 85

Easier Tone Prevails In Butter Market

Toronto

BUTTER.—An easier tone prevailed in the butter market during the week as the result of heavier production. While the prices were not actually lower at the beginning of the week there were indications that lower levels might be reached before the week was over. On the local produce exchange on Monday the highest bid for butter was 38½c for fresh made creamery. Holders were asking 41c and as a result no sales were made. Consumption of butter is fairly heavy at present. Eastern prices are down and commission men assert local prices will have to follow in the same direction.

Creamery prints, fresh made	0 44	0 45
Creamery solids	0 42	0 43
Dairy prints, choice, lb.	0 39	0 42
Dairy prints, lb.	0 36	0 37½
Bakers	0 28	0 35

Production Of Eggs In Ontario Heavier

Toronto

EGGS.—Production of eggs in Ontario was noticeably better during the week and there was a continuation of arrival of supplies from the Chicago district. One commission man well versed in the egg situation stated it as his belief that the production of eggs would be close to that of last year. The season had been a little backward but eggs are now being produced in quantities. Although arrivals from country points were heavier there was no inclination to make lower prices, except in the case of eggs in cartons where quotations were made in one instance at 45c, but the range more generally being from 46c to 47c per dozen. Ex-carton remained practically unchanged.

Eggs		
New laid, cartons	0 45	0 47
New laid, ex-cartons	0 42	0 44

Uncertainty Still Continues About Cheese

Toronto

CHEESE.—There is a continued uncertainty over the price of cheese with very little activity manifested on the boards. The condition is due to the fact that the purchasing commission has not yet named the price at which they will take cheese on account of the British Government. Some sales were made at the boards during the past week as low as 20½c per pound and commission men are of the opinion that the price to be named by the purchasing commission will be somewhere between 18c and 21c per pound. There are fairly good arrivals of new cheese, but old cheese is now about cleaned out of the market. Prices locally remained unchanged.

Cheese—		
New, large	0 26	0 27½
Old, large	0 28½	0 29
Stilton	0 28½	0 30

Live Hens Were In Good Demand

Toronto

POULTRY.—Owing to a Jewish holiday season during the past week there was eager buying of live hens and prices went to a wider range. Supplies of this class of poultry were not large and bidding was eager for anything available. A wider range of prices and toward higher levels was the outcome of the flurry in hens. Spring chickens are arriving in small quantities. Gobblers are also coming fairly well but sale of these latter is slow. Frozen poultry has been moving fairly well during the week. Turkey gobblers were quoted down 2c and live hens up as high as 27c.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 22	0 27
Hens, fresh, dressed, per lb.	0 20	0 24
Turkey gobblers, dressed, fresh	....	0 22
Spring chickens, live, lb.	....	0 45

Prices are those paid at Toronto by commission men.

Honey Supplies Are About Cleaned Out

Toronto

MAPLE SYRUP, HONEY.—Supplies of honey are getting within very narrow compass, as there has been a fairly good demand. There is very little to be had among local wholesalers with the exception of some comb honey. In maple syrup there is also a quietness to the market owing to the passing of the season, the edge being off the market and interest waning somewhat. Supplies for the local market are about all in and disposed of. It is believed that arrivals from this forward will be very light. Prices remained unchanged.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	1 75	1 90

Egg Market Easier; Higher Prices On Bacon

Winnipeg.

PRODUCE AND PROVISIONS.—No advances took place last week on provisions and lard. Thus pure lard in tierces is bringing 26¾c. and shortening 20¼c. As regards bacon, regular backs have been raised to 32c., and select backs to 34c. Eggs.—Receipts have been better of late, due to country roads being in good shape, and on account of warmer weather. With the American market slightly lower and the Eastern Canada situation easier, the market is also easier in the West. Prevailing prices from country shippers is 38c. delivered Winnipeg. It is hard to say, however, how long these prices will remain where they are. Butter.—Creamery butter market has a slight undertone, although no marked decline has taken place as yet. Fresh-made creamery No. 1, in cartons, is bringing 43c., No. 2, 42c. Cheese.—There is little to report on this commodity, the market being unchanged, with supplies from country commencing to arrive in small quantities.

Hams—		
Light, lb.	0 30	....
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 32	0 33
Breakfast, select, lb.	0 38	0 39
Backs, regular	....	0 32
Backs, select, per lb.	....	0 34
Dry Salt Meats—		
Long clear bacon, light	0 24½	....
Backs	0 25½	....
Barrelled Pork —		
Mess pork, bbl.	....	45 00
Lard, Pure—		
Tierces	....	0 26¾
20s	....	5 55
Cases, 5s	....	16 25
Cases, 3s	....	16 35
Lard, Compound—		
Tierces	....	$ 20¼
Tubs, 50s, net	....	10 25
Pails, 20s, net	....	4 25
Butter—		
Fresh made creamery, No. 1 cartons	....	0 43
Fresh made creamery, No. 2.	....	0 42
Fresh Eggs—		
New laids	....	0 40
Cheese—		
Ontario, large Sept.	29 00	30 00
Ontario large fresh	0 28	....
Manitoba, large, fresh	0 27½	0 28

How Other Grocers Do Things



Appropriate Show Cards

T. W. Collins, who recently won first prize in the Ottawa Citizens' Window Display contest, with a window of oranges, introduced a novel idea in show cards. These cards were all cut in the shape of a segment of an orange, and proved a very effective addition to the window.

Keeping Goods Displayed in Bulk

F. McDougall, of Ingersoll, is a great believer in bulk advertising. His idea is that this argument can be effectively used in almost every line. For that reason he has been accustomed to use tin tubs or large bushel baskets to display these goods. Such goods as beans, peas, prunes, dried peaches, were displayed in this way with marvelous effects on their selling qualities.

The Harp in Window Display

Scandrett Bros., of London, Ont., recently decorated a very attractive window in which an Irish harp was the central display. The harp was entirely made of goods displayed in the store. For example, the strings of the harp were of macaroni; some notes of music that formed part of the display were made of lemons, the shaft of the note being pieces of macaroni. It was a window that drew a good deal of favorable comment.

Displaying Soft Fruits Near the Passerby

It is a good idea to keep fresh fruits constantly on display so that they may be a constant invitation to the passerby. Many merchants do this by putting a display outside in the open. This unfortunately renders the products displayed subject to dust and dirt of traffic.

J. A. Debien, of Park Avenue, Montreal, has a platform placed in front of his store, which many people cross in going down the side street. Outside display of food products is not permitted in Montreal, so a clever device has been arranged. It is a large box-like structure that slopes up from the street. The body of the box is shallow, and there is a glass cover that can be raised at will. In this case, so well located, there is displayed all the new fruits, early strawberries and cherries and goods of that nature, that without this protection would be very subject to loss. It has proved a very effective method with this store.

Displaying Oranges in Small Space

The A. P. Johnson Store, Bronson Ave., Ottawa, has a novel method of displaying oranges. The covers of the boxes are removed, and over the face of them is nailed some wide meshed wire. The boxes are then piled one on top of another, the wire which is practically invisible in that position holding them in place. This makes a very interesting and novel method of display and enables a goodly quantity to be actually displayed, without the deterioration incident on quantity of oranges disturbed from their original pack.

Using a Small Advertising Space

Henry Gatehouse & Son, of Montreal, are accustomed to use small space in newspaper advertising to most remarkable effect. In this small advertisement barely an inch square, there is always suggested something of peculiar interest to the housewife who is worried as to how best to vary the monotony that seems bound to crop up in the family menu.

These small advertisements have come to be an established fact with this firm and have proved as effective as many more sensational displays. The housewife has come to look for these little announcements with their helpful suggestions. The size of an advertisement does not necessarily dictate the exact selling value that it may have. It takes far more brains, however, to write a small and effective advertisement than it does to write a lengthier one.

Uses Glass Shelves in Window

J. A. Trestain, of Tillsonburg, Ont., has introduced a novel idea into his window display. He has two plate glass shelves, one above the other, suspended from the roof of his display window with light brass chains.

On these shelves are displayed some of the fancier lines that the store handles, as their position in the very centre of the window gives them an unusually attractive appearance.

This little device has met the difficulty that many merchants have felt that unless their window displays are built up very high their window has a somewhat bald appearance. These attractive shelves, as well as affording more display space, dispose of this difficulty, by lending a balanced appearance to the window.

The Vacant Space by the Door

In the average store there is a vacant space just inside the door that does not pay its share of the expenses because it does not earn anything. The George Graham store, Montreal, has utilized this space for a small silent salesman. It occupies space that would otherwise be wasted, and it is the first thing the purchaser sees on entering the store and the last they notice as they turn to close it as they go out. That means that it is an effective display.

Stocking Cameras as a Trade Bringer

Monty Bros., who have a fine general store in Granby, Que., have found the sale of cameras and supplies a most effective method of increasing trade. They not only mean good business in that particular line, but bring to the store people in search of supplies who might not otherwise visit the store at all. They are displayed in a silent salesman that stands near the door. Everybody is using a camera nowadays. It is a line that would pay a good many general stores to handle.

Self-Respect in Business

In order to attain any respectable degree of success in the grocery business a man must cultivate his ego. That does not imply that he should learn to strut and talk loudly. No, the Big-I-and-little-you attitude never paid anybody and never will, but that doesn't excuse a merchant from neglecting his hereinbefore mentioned ego. It is largely a matter of self respect, and but a comparatively few people have it. It is that in a grocer which convinces him that his place in the world is just as essential as the banker's, the dry goods man's, or the county prosecutor's. Believing this he unobtrusively acts accordingly, and his customers and fellow-townsmen think all the more of him for it. Cultivating the ego scientifically — scientifically, mind you—is a thing that can't be overdone.

FOOD SPECULATION PROHIBITED IN ENGLAND

Speculation in foodstuffs in England is to be prohibited immediately by the Ministry of Food. Speculation in lard and wheat had already been under the ban, and it is now proposed to include meats and other foods in the prohibition. The new order will estimate from dealings in food those not actually engaged in its distribution.



Sell the soap with the neat red label

Build up a better business and larger profits for yourself by constantly stocking and suggesting **WONDERFUL SOAP.**

The service it gives will bring the housewife back for more.

Guelph Soap Co.
Guelph, Ont.

Bodley's Cakes sell and satisfy

We can supply you with the kind of Fruit Cake you want—the kind your customers will buy, the kind they'll come in again for

All varieties of our Fruit Cake are put up in 5 and 6-lb. slabs to retail at 25c, 30c, 35c and 40c

Bodley's Overseas Cakes in tin boxes are a big hit. Try them out.

We ship to all points.



C. J. Bodley
95 ONTARIO STREET TORONTO



Tucker Alarm Till

Every Grocer needs one. A sure protection against pilfering, etc. Combination under-drawer rings gong if wrong keys are used.

$4.00 to any point in Ontario, or $3.75 f.o.b. Hamilton.

Satisfaction or money refunded.

The Benson Johnson Company, Limited
Expert Office Outfitters
HAMILTON

WASTE PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

Made in 12 sizes, $22.50 up.

Bale your waste paper, cardboard, etc., it's worth far more per ton than coal, besides it helps to keep down the price of new paper.

Write for Catalog and Prices.

CLIMAX BALER CO.
Burton St., Hamilton, Ont.

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

More Dollars

You can make "Dollars Grow" out of your *spare time.* Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

If any advertisement interests you, tear it out now and place with letters to be answered.

Every Lemon

of the big California Crop will be sold over a retail counter.

And there will be 2000 car loads more than ever before.

Be prepared to get your share of this increased business. Don't let it go to the store in the next block.



California lemons are of uniform size and good keeping quality. Supplies will be plentiful and steady. Printed advertising is telling your customers how to use more of them.

Keep your stock up and let your customers know that you can give them California's Sunkist Lemons.

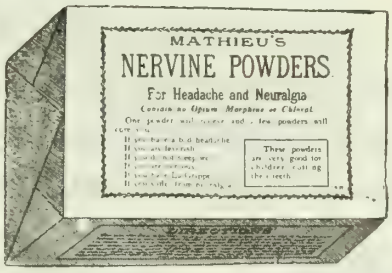
California Fruit Growers Exchange

A Co Operative, Non-Profit Organization of 8000 Growers

Los Angeles, Cal.

Canadian Offices:

Calgary, Alta — Toronto, Ont.
Montreal, Que. — Vancouver, B.C.
Regina, Sask. — Winnipeg, Man.



Worth featuring at any time—

Mathieu's Nervine Powders

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with

Mathieu's Nervine Powders

Free from harmful drugs, such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu

SHERBROOKE - - QUEBEC

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)

Apply: STANDARD IMPORTS, LIMITED, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.



STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick - Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for Bulletin No. 103A.

The W. A. FREEMAN CO., Limited
Hamilton, Canada

Bacon

"Star" Brand English Breakfast Bacon as sent out by us is the result of over sixty years of experience in the Curing of Good Bacon. It has no superior for delicious quality. Just try it yourself and you will be able to tell your customers so.

Made under Government Inspection.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0.95	$0.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

1-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.
JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2.40
Currant, Black	2.50
Plum	2.30
Pear	2.30
Peach	2.30
Raspberry, Red	2.50
Raspberry and Red Currant	2.40

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.	
2-lb. tins, 2 doz. case	$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, ½ doz. in case	4.40
20-lb tins, ¼ doz. in case	4.25
Perfect seal glass jars in the case	3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 80c, or with Sauce, 4 doz. to case	$0.90
1's Baked Beans, Plain, 4 doz. to case	.9
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.1
1's Baked Beans, Chili Sauce, 4 doz. to case	1.1
2's Baked Beans, Plain, 2 doz. to case	1.6
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	1 8
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1.8

Family, Plain, $1.85 doz.; Family Tomato Sauce, $2.45 doz.; Family Chili Sauce, $2.45 doz.; 3's, Plain Tall, $2.40 doz.; 3's, Tomat Sauce, $3 doz.; 3's, Chili Sauce $3 doz. The above 2 doz. to case 10's, ½ doz. per case; Chili an Tomato Sauce, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per do
Tumblers, Vacuum Top, 2 doz. in case	$1.6
12-oz. Glass, Screw Top, 2 doz. in case	1.9
16-oz. Glass, Screw Top, 2 doz. in case	2.3
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2.3
2's Tin, 2 doz. per case	3.3
4's Tin, 12 pails in crate, per pail	
5's Tin, 8 pails in crate, per pail	
7's Tin or Wood, 6 pails in crate	
14's Tin or Wood, 4 pails in only, per lb.	.13
30's Tin or Wood, one pail crate, per lb.	13

BLUE

Keen's Oxford, per lb	0 17
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN

	Per c
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs	$3
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs	3
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3
Health Flour, 5-lb. bags, per doz.	4
King's Food, 2 doz. to case, weight 95 lbs.	6
Diet Flour, 3½ lbs., 1 doz. to case, per case	4
Wheat Flakes, per case of 2 doz., 25c pkgs	4
Wheat Kernels, 2 doz. to case	3

COCOA AND CHOCOLATE
THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	
Perfection, ½-lb. tins, doz.	
Perfection, ¼-lb. tins, doz.	
Perfection, 10c size, doz.	
Perfection, 5-lb. tins, per lb.	

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	



YOU never stand to lose any money on your stock of SURPRISE SOAP.

SURPRISE is a soap that is always worth its face and is always in demand. It never deteriorates in quality; in fact there is nothing you sell to-day which holds more stable from year to year as a selling favourite. Is it any wonder that all housekeepers, too, like to buy it?

THE ST. CROIX SOAP MANUFACTURING CO., Limited
ST. STEPHEN, N. B.

MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES

If any advertisement interests you, tear it out now and place with letters to be answered.



Everyone is a satisfaction giver

The approval of the discriminating customer is only won by featuring and recommending lines of proven quality, such as

Brunswick Brand Sea Foods

Quality is the one big idea embodied in every Brunswick Brand Product. The ideal location of our modern plant and the scrupulous care exercised in the selection and processing of the fish positively guarantee against inferior quality.

Order from this list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12 lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb boxes	0 39
Milk medallions, 5-lb. boxes	0 59
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 90
Jersey Brand, Hotel, each 24 cans	5 90
Peerless Brand, Hotel, each 24 cans	5 90
St. Charles Brand, Tall, each 48 cans	6 00
Jersey Brand, Tall, each 48 cans	6 00
Peerless Brand, Tall, each 48 cans	6 00
St. Charles Brand, Family, each 48 cans	5 25
Jersey Brand, Family, each 48 cans	5 25
Peerless Brand, Family, each 48 cans	5 25
St. Charles Brand, small, each 48 cans	2 50
Jersey Brand, small, each 48 cans	2 50
Peerless Brand, small, each 48 cans	2 50

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 5
Reindeer Brand, "Small," each 48 cans	5 8
Regal Brand, each 24 cans	5 2
Cocoa, Reindeer Branch, each 24 cans	5 8

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0
1 lb. round tins, 4 doz to case, weight 70 lbs.	0

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0
1 lb. tins, 2 doz. to case, weight 35 lbs.	0

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0
1 lb. tins, 2 doz. to case, weight 35 lbs.	0
2 lb. tins, 1 doz. to case, weight 40 lbs.	0

PRESENTATION COFFEE

A Handsome Tumbler in Each T
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb. 0

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1
2 oz. bottles, per doz., weight 4 lbs.	2
2½ oz. bottles, per doz., wght. 6 lbs.	2
4 oz. bottles, per doz., weight 7 lbs.	3
8 oz. bottles, per doz., weight 14 lbs.	6
16 oz. bottles, per doz., weight 23 lbs.	12
32 oz. bottles, per doz., weight 40 lbs.	22
Bulk, per gallon, weight 16 lbs.	10

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2; 1s, *$4.25; 2s, $9; 6s, $34.75; *$75.
Lunch Ham 1s, *$4.25; 2s, $8.
Ready Lunch Beef 1s, *$4.25; $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef ½s, $2.90; 1s, $; 2s, *$9; 6s, $34.75.
Boiled Beef—1s, $4.25; 2s, $9; $34.75.
Jellied Veal—½s, $2.90; 1s, $; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions ½s, $; 1s, $4.25; 2s, $9.

Great Sales-Makers

Let it be known that you sell Sunset Soap Dyes, and the news quickly spreads. The women who buy these wonderful dyes from you, will think of other wants while in your store, and many times will leave an order for groceries. It pays to handle

Sunset Soap Dyes

—popular priced dyes that any housewife can use successfully in her own home. With them, any kind of material may be dyed with fast, brilliant colors, that will not crack or fade. Contain no acids—will not injure the most delicate fabrics. They clean and dye at the same time. No trouble to use—directions are very plain and simple. Sure to please your customers as Sunset Dyes always give satisfactory results.

Write for prices and discounts to

Canadian Distributors: **HAROLD F. RITCHIE & CO., LTD.,** ***Toronto, Ontario***

Manufactured by Sunset Soap Dye Co., Inc., New Rochelle, N.Y.

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED

WHEN YOUR CUSTOMER ASKS FOR

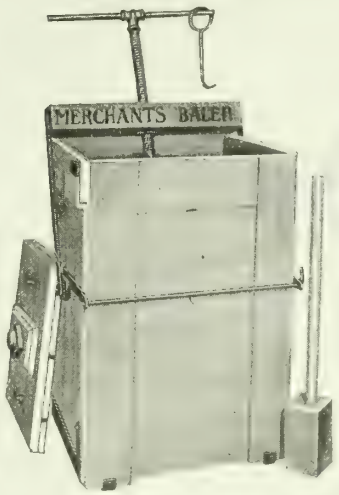
MILK
SELL KLIM

Pure, separated milk, dried into a powder and packed in 5-oz. and 1-lb. tins. KLIM is used for all cooking where Milk is needed. Remains fresh indefinitely, and can be used dry, as a powder, or as a liquid by dissolving in water. Sell your customer the first tin and she will order regularly.

CANADIAN MILK PRODUCTS, LIMITED
10-12 William Street
TORONTO

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

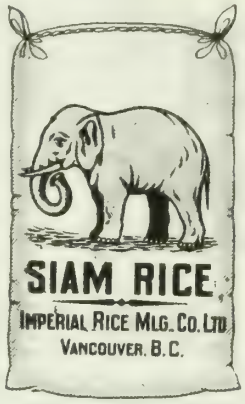
Kindly mention this paper when writing the advertiser.

If any advertisement interests you, tear it out now and place with letters to be answered.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.

Let it prove our claims



Get a trial supply of that most delightful summer beverage.

BARNES GRAPE JUICE

and prove to your own satisfaction what a dandy seller it is.

Summer will see the demand increasing. Will you be one of those to profit thereby?

The Ontario Grape Growing and Wine Mfg. Co.

ST. CATHARINES, ONT.

Cambridge Sausage, 1s, $4; 2s, $7.75.

Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.

Sliced Smoked Beef, glass, ¼s; ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal, ½s, $1.95.

Potted and Devilled Meats, tins Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.

Ox Tongues, Glass, 1½s, $13; 2s, $15.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain Talls, 1s, $1.15; 2s, $1.75; 3s $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.

Individuals, 95c.

Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, $2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.

Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE MARTIN, LIMITEE

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs.	$ 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz., pts., doz.	1 20
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 30-lb. tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.: 2 doz case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 1 05

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho dredge Per doz
Allspice	$0 48	$0 95
Arrowroot, 4 oz. tins 90c	....	0 95
Cayenne	0 48	0 95
Celery salt	....	0 95
Celery pepper	....	0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window front 45c	....	0 95
Cloves	0 48	0 95
Cloves, whole, 5c. pkgs., window front 15c	....	0 95
Curry powder	....	0 95
Ginger	0 48	0 95
Mace	1 25	....
Nutmegs	0 48	0 95
Nutmegs, whole, 5c pkgs., window front 45c	....	0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 52	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 90c	....	0 95
Shipping weight per case	10 lbs.	15 lb
Dozens to case	4	4

STRAWBERRIES

Arriving fine quality and prices lower.

BANANAS

California Navel Oranges

Florida Tomatoes

All big sellers just now.

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

The Largest and Freshest Assortment of Seasonable

Fruits and Vegetables

in Toronto.

Importing from all the Continent.

Buyers located in all producing centres.

Wholesale Distributors to the Trade.

WHITE & CO., LIMITED
Front and Church Streets
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Sell the delightfully appetizing

Sterling Tomato Catsup



Its rich, tempting redness makes an unusually attractive display, and the unequalled goodness of every drop guarantees steady repeats after the first sale.

Keep a few bottles constantly displayed and watch the way your profits grow.

Sterling Tomato Catsup contains no artificial coloring or foreign matter whatever. It's pure all the way through.

T. A. Lytle Co., Ltd.

STERLING ROAD, TORONTO

INDEX TO ADVERTISERS

A

Acadia Sugar Co. Inside back cover
Ackerman, H. W. 11
American Computing Co. 15
Atlantic Sugar 49

B

Babbitt's Cleanser 13
Baker, Walter, & Co., Ltd. 57
Bain, Donald H., Co. 9
Battle Creek Toasted Corn Flake Co., Ltd. 5
Benson, Johnston Co. 52
Benedict, F. L. 64
Betts & Co. ..... Inside front cover
Bodley, C. J. 52
Borden Milk Co. 1
B. & L. Mfg. Co. 6

C

California Fruit Growers' Exchange 53
Canadian Milk Products, Ltd. .. 57
Canadian Salt Co., Ltd. 18
Chisholm Milling Co., Ltd. 15
Church & Dwight 20
Clark, W., Ltd. 7
Climax Baler Co. 52
Cockburn, F. D. 8
Commercial Underwriters 64
Connors Bros., Ltd. 56

D

Denault Grain & Provision Co., Ltd. 12
Dole Bros. Hops & Malt Co. .. 52
Dominion Canners, Ltd. 4

E

Eckardt, H. P., Co. 59
El Roi Tan Cigar 10
Elliot, W. F. 11
Escott, W. H., Co., Ltd. 9
Eureka Refrigerator Co., Ltd. .. 19

F

Fearman, F. W., Co., Ltd. 54
Freeman, The W. A., Co. 54
Furnivall-New, Ltd. 6

G

Gillespie, The Robt., Co. 9, 13
Gleba Polish Co. 18
Grant, C. H., Co. 10
Guelph Soap Co. 52

H

Hamblin-Brereton Co., Ltd. 11
Hargreaves Bros. of Canada, Ltd. 13
Heinz & Co. 13
Horne, Harry, Co. 11
Horton-Cato Mfg. Co. 13
Hop-Malt Co. 64
Hygienic Products Co. 2

I

Imperial Extract Co. 2
Imperial Rice Milling Co. 58

J

Jarvis, F. S., & Co. 6
Jones, C. & J. 9

K

Keating, Thos. 15

L

Lake of the Woods Milling Co. Back cover
Lalonde, A. 11
Lambe, W. G. A., & Co. 11
Lemon Bros. 61
Lever Bros. 55
Loggie, Parsons & Co. 11
Lytle, T. A., Co. 62

M

Maclure & Langley, Ltd. 11
Magor, Son & Co., Ltd. 20
Malcolm Condensing Co. 20
Mann, C. A., & Co. 64
Marsh Grape Juice Co. 60
Mathieu, J. L. 58
McCabe, J. J. 61
McWilliams & Everist 61
Millman, W. H., & Sons 11

N

National Cash Registers Co., Ltd. 17
Norwegian Canners (export office) 58
Nugget Polish Co., Ltd. 16

O

Oakeys 64
Ontario Grape Growing & Wine Mfg. Co. 58

P

Paine, Jno. B., & Co. 10
Patrick, W. G., Co. 11
Pennock, H. P., & Co., Ltd. 8
Perry, H. L., Co. 8
Pullan, F. 64

R

Red Rose Tea Co. 19
Regina Storage & Forwarding Co., Ltd. 10
Rock City Tobacco Co., Ltd. ... 12
Rose & Laflamme, Ltd. 12

S

St. Lawrence Sugar Refineries Front cover
Sarnia Barrel Works 64
Scott-Bathgate Co., Ltd. 8
Shaw & Ellis 2
Smith, E. D., & Son, Ltd. 3
Spratts ..... Inside back cover
Standard Imports Limited 53
Stephenson-Blake Co. 57
Sunset Soap Dye Co., Inc. 57

T

Tanguay, Alfred T., & Co. 12
Thompson, G. B., & Co. 9
Thum, O. & W. 64
Tilley & Son, Chas. 6
Toronto Butchers' Supply Co. . 64
Toronto Pottery Co., Ltd. ..... Inside front cover
Toronto Salt Works 64
Trent Mfg. Co. 64
Turgeon, E. 12

W

Walsh, M. M. 14
Walker, Hugh, & Son 64
Washington's, Geo., Coffee 60
Watson & Truesdale 9
Western Mfg. Co. 63
Wetheys, Ltd. 19
White & Co. 61
White & McCart, Ltd. 11
Woods, Walter, Co. ..... Inside back cover

Advertising Lowers the Cost of Living

By DON FRANCISCO

Advertising Manager California Fruit Growers' Exchange

VARIOUS causes are assigned for the present high cost of living, one of which is that the consumer pays the millions and millions of dollars spent each year for advertising. That the consumer does pay the advertising bills cannot be denied, but this acknowledgment does not by any means imply that advertised goods cost more than goods that are not advertised.

As a matter of fact, goods that are not advertised can seldom be sold as cheaply as goods that are widely advertised. Advertising creates an enormous demand for goods, and this demand calls for the greatest possible efficiency in manufacturing and the most exacting economy in buying raw products. It is quite easy to see that the automobile manufacturer who makes and sells but five hundred machines a year could not possibly sell as cheaply as the manufacturer who makes and sells fifty thousand machines. The consumer, of course, pays the advertising bills, but the larger manufacturer has so reduced the cost of manufacturing and makes such great savings in buying material, and through efficient methods of distribution, that he saves the buyer many times the cost of the advertising.

The assertion is also made that advertisements are so subtly worded that many purchase goods which they do not need, or at least, for which the need is not very pressing. There is little doubt that there are many things which we could do without. Our forefathers got along very well without many of the comforts of modern living. And yet, who of us would give up our modern conveniences and comforts because they cost money? Who would go back to the kerosene lamp because electric lights cost more? Advertising has since increased the comforts of living, and if these comforts and conveniences cost more, they are certainly worth it.

Advertising has made possible the purchasing of guaranteed goods. If goods were not advertised one could not buy with the confidence that the purchaser possesses to-day. The public has learned in fact that goods that are advertised possess merit—that the advertiser is confident that his goods will give satisfaction, else he would not risk money in buying advertising space.

Advertising has made it possible to buy intelligently—to choose—to discriminate—to select the very article wanted, at the price that one can afford to pay for it.

Advertising whets competition, and when competition is keen, prices are as low as it is possible to make them. If merchants and manufacturers did not advertise, there would be no set prices—no settled policies of selling.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

WANTED—SIDE LINES. WE ARE OPEN TO handle a number of side lines for manufacturers and jobbers. Good references.—Cleary Bros., P.O. Box 436, Sydney, C.B.

WANTED—EXPERIENCED CLERK FOR GENeral store. Married man preferred. Apply, with references, stating salary, to Lewis Bros., Richmond, Ont.

WANTED—MAN TO DO DELIVERING AND outside work around general store and to fill in time behind counter. Married man preferred. Apply, with references, stating salary, to Lewis Bros., Richmond, Ont.

WANTED—EXPERIENCED GROCERY SALESman and window trimmer for largest rural department store in B.C. State salary wanted and give references. Order takers need not apply. Send replies to Box 229, Canadian Grocer.

GROCERY SALESMAN WITH SEVEN YEARS' retail and traveling experience, desires position with well established Toronto firm, either wholesale or retail. Write Box 228, Canadian Grocer.

FOR SALE

HIGH CLASS GROCERY AND PROVISION for disposal. Turnover about $350.00 per week. Cash trade. Ontario manufacturing city. Owner retiring on account of bad health. Fullest investigation.—Apply Box 227, Canadian Grocer.

GOOD GROCERY BUSINESS FOR SALE — established 20 years; good reasons for selling, dwelling attached; manufacturing city. Apply Box 230, Canadian Grocer.

Try MANN & CO. for
FANCY POULTRY
Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH
WELLINGTON



JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

Make your genuine but strictly temperance
Lager Beer
at home with pure
Hop Malt Beer Extract
Agents wanted—no license necessary. Write for particulars and terms.
HOP-MALT COMPANY
Dept. 52. Beamsville, Ontario

LARGEST CANADIAN DEALER
ADEL. 760 **WASTE PAPER**
E. PULLAN TORONTO

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

BARRELS
(The best shipping package.)
We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

Why You Should Feature KING GEORGE'S NAVY

The Gardener Who Chews

These are busy days in the garden, and most gardeners are lovers of the "weed" in some form.

Many gardeners are "strong" for *KING GEORGE'S NAVY*—the ideal chew that meets the requirements of the particular man. Grocers should keep their stocks constantly displayed and secure their share of the popular demand.



Handled by the Wholesale Trade

Rock City Tobacco Co., Ltd.

In your Locality are many Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

APPLEFORD'S
SANI-WRAPPERS

Our papers are cleansed, treated and purified with Refined Paraffine Waxes and Disinfectants. They add to the Freshness, Cleanliness and Purity of your goods.

They preserve the Color and Quality of fresh and Cooked Meats and are Germ-proof, Moisture-proof and Grease-proof. They will not stick to the Meat.



MUCH BETTER AND NO HIGHER IN PRICE.
ASK YOUR DEALER FOR SANI-WRAPPERS OR WRITE US DIRECT FOR SAMPLES AND PRICES.

Appleford's Carbon Coated Counter Sales Books are no dearer than the ordinary kind. Now made with new improved formulas and appliances and better than ever before. If you are not a customer, write us for a sample book.

Appleford Counter Check Book Co., Limited

HAMILTON, CANADA

OFFICES AND WAREHOUSES AT TORONTO, MONTREAL, WINNIPEG AND VANCOUVER

IN THIS ISSUE—A DISCUSSION OF THE RE-SALE PRICE, FROM THE RETAILER'S STANDPOINT

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, JUNE 8th, 1917 No. 23

NO AFTER-GLOW



The term, *"Safety First"*

has perhaps been somewhat overdone—the sentiment never can be. We have always been much more careless of human life on this side of the water than is the case in older countries. Statistics prove that we have a much greater proportion of deaths per population through improperly guarded Railway Crossings, Automobile Accidents, Fire, etc., than in the British Isles for instance. But lately there has been a change in public feeling, and anything tending to the lessening of accidents and the conservation of human life, gains ready attention, which is one of the reasons we suggest that you tell your customers just what the words

"Chemically Self-Extinguishing"

mean on the outside of our "Silent 5" Match Boxes.

The sticks of all matches contained in these boxes have been dipped in a solution which renders them actually dead wood once the matches have been lighted and blown out, thereby reducing the danger of **FIRE** from used and glowing matches to the vanishing point.

ALWAYS HAVE GOOD STOCKS OF "EDDY'S SILENT 5's" ON HAND.

Toronto Branch: EDDY'S ESTABLISHED A.D. 1851. 73-75 Wellington St.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

Hire this Salesman

Here is efficient help—always ready to make a sale—always courteously reminding your customers that they are possibly just out of O-CEDAR POLISH—and that here is the place to get it.

There is room in your store for this salesman.

How To Get It

This floor display stand is free to you with an individual order, to Your Jobber, for $100 (net) of O-Cedar Polish and Mops.

It is a very handsome piece of store furniture. It is made of metal; Circassian Walnut finish, and will hold a good stock of O-CEDAR. It is 45 in. high, 12¾ in. deep and 25½ in. wide.

Channell Chemical Co.
LIMITED

369 Sorauren Avenue.
TORONTO - CANADA



Give it the "Up Front" Location

This attractive O-Cedar Stand will pay you a big rent for the floor space it occupies. It will greatly increase your sales in

O-Cedar Polish

You know how profitable this line is—you know how steadily it sells all the year round. You know that all you need to do is to let your customers know you have it—it is so well-known—it practically sells itself.

SUMMER IS COMING!

That means your customers are going to be more particular about their shoes. A window display of these polishes occasionally has proven very profitable. Summer time is polish time—get your stock in without delay—it pays.



The Season's Leaders





Ask for Prices and Complete Catalog



Top Notch

White kid and white leather cleaner.

Albo

White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).

Bostonian Creams

Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.

Cleanall

Cleans and freshens cloth top shoes, also silk and satin.

White Heel

Instantly makes white, heels and edges. Will not crack or chip off. Will have a big sale this season.

Quick White

(Liquid) makes dirty canvas shoes clean and white. A sponge in every package, so always ready to use.



Get In Touch With Your Jobber Now

or write Whittemore Bros., Corp., Boston, Mass.

BORDEN'S



Every Summer Outing Calls for Borden's Milk Products



Remind your customers of the splendid suitability of these delicious milk products for camping, picnicking and every holiday outing trip.

Keeping milk supplies fresh is a big problem for summer cottagers. A supply of Borden's will overcome this difficulty. For Borden Milk Products are always fresh, sweet and delicious, no matter what the temperature.

Now is the proper time to begin featuring Borden's. Get in your stock to-day and prepare to secure your proper share of hot-weather profits. Here's our list:



"Eagle Brand" Condensed Milk

"Reindeer" Condensed Milk

"St. Charles" Evaporated Milk

"Jersey" Evaporated Milk

"Reindeer" Coffee and "Reindeer" Cocoa.



Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

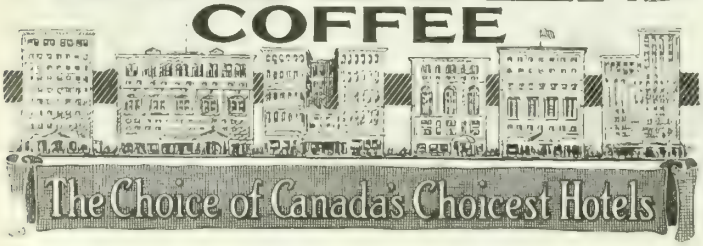
Dealers Profit from Coffee-Satisfaction

Never has an American commodity so quickly won wide-awake Canadian dealers as has Royal Blend—the popular coffee from the U.S. Dealers have taken to it because of the large and easy profit to them, and because their customers find that Royal Blend Coffee enables them to serve the same coffee as is served by Canada's best hotels.

Order a case from any of the following importers:—

BELLEVILLE—J. E. Walmsley & Co.
HAMILTON—James Turner & Co.
KINGSTON—W. G. Craig & Co.
LINDSAY—J. E. Adams & Co.
LONDON—M. Masuret & Co.
OTTAWA—H. N. Bate & Sons, Ltd.
PETERBORO—Rishors Ltd.
SUDBURY—D. L. McKinnon
TORONTO—Groceries Ltd.

ROYAL BLEND COFFEE





NEW PRICE LIST

The Chisholm Milling Co. Limited
Toronto, Ont.

Package Cereals

Order through your jobber.

	Price
Ralston's Wheat Food 18-1½s	$3.60
" " " 9-1½s	1.90
Purina Whole Wheat Flour 10-5s	5.00

Freight prepaid, direct from factory in five case lots or upwards, to any regular railway or boat point in Ontario or Quebec.

The British and American Governments are strongly advocating whole wheat products. There is more nutriment and food value in wheat than any other cereals. Help the consumer by pushing the lines that comply with Government regulations.

Order through your jobber.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE



FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

CLARK'S



The Beans Canadians like.

The Beans the best grocers sell.

THE QUALITY BEANS.

PORK AND BEANS

PLAIN, CHILI AND TOMATO SAUCE

are

READY SELLERS
STEADY SELLERS
and
BUSINESS BUILDERS.



REPLENISH YOUR STOCK NOW.

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

How Will Our Immense Advertising Campaign Affect You?



Mennen's Talcums—all with the original borated formula that has never been bettered — include a variety to satisfy every need.

There are few grocers to-day who are not real salesmen. An up-to-date dealer does not merely hand out only what his customers ask for, but, by studying the power of suggestion, he leads his customers to ask for this and for that, in addition to the staple lines.

Now, if you stop for a moment to consider, you will realize that almost every customer that enters your store is a user of some of Mennen's products, and, therefore, there is no reason why she should not buy them from you.

MENNEN'S



Mennen's Shaving Cream, that is a leader in its line, will give your customers a new experience in shaving.

The Mennen advertising is so attractive and extensive that a display, on your counter or in your window, of the Mennen goods will link up with the advertising and bring you many sales and new customers. Three very attractive window trims have been prepared for you—one on the Talcum Powder; one on the Shaving Cream; and one combination. Any one or all of these will be shipped on request.

Canadian Agents:

HAROLD F. RITCHIE & CO., LIMITED

Toronto, Ontario

Mennen's Products are Made in Canada by

G. MENNEN CHEMICAL COMPANY

Montreal, Quebec

If any advertisement interests you, tear it out now and place with letters to be answered.

Valuable Premiums for You

Send to-day for our complete list of big value premiums. See the unusual free gifts we are now giving away to dealers stocking the big 5c sellers—"Mintees," "Cintees," "Cloyees," "Wintees" and "O-Pee-Chee Gum."





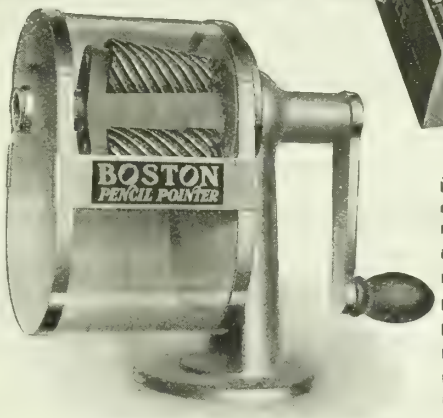


Here are two of them

This beautiful set of enamelware is given away with 14 boxes assorted O-Pee-Chee Chewing Gum and Mintees.

The BOSTON PENCIL POINTER—a dandy little counter fixture—will be sent you with an order of 12 boxes assorted. It's a trade attracter.

Clip the coupon now and mail it to-day.



CUT THIS CORNER OFF AND MAIL TO-DAY!

O-Pee-Chee Gum Co., Ltd., London, Ont.

Ship Premium No. .....

Name of Jobber.....

Address of Jobber.....

Retailer sign here.....

Post Office .....

Station .....

Send Catalogue.

.....

O-Pee-Chee Gum Co.

Limited

LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Say to your customer:

"Griffin & Skelley, madam"



She knows that Griffin & Skelley's dried and canned fruits and vegetables are the very acme of quality; consequently she'll be quick to appreciate the delicate compliment you pay her in suggesting this high-grade brand.

Particularly is this true of

Griffin & Skelley's "Seedless" Raisins

This line is in good demand the entire year. You'll find it far more acceptable to your trade than any other raisin line you can suggest.

Your jobber can supply you. Ask him.

JAPAN TEAS

☛ Market is now open and we can quote prices for your grades.

☛ Place your order for import early and avoid higher freights and late deliveries.

☛ We have a large stock of good cup qualities from which we can supply your present requirements.

KEARNEY BROS., LIMITED

Tea—IMPORTERS—*Coffee*

33 St. Peter Street - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. **"Always on the job."**

Storage Distributing Forwarding



Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East

WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

GEO. W. GRIFFITHS & COMPANY, LIMITED
Manufacturers Agents
Do you want the services of a live firm to sell your line in the West? Then write us.
402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.
Wholesale Commission Broker and Manufacturers' Agent.
We can handle a few more good lines. Storage Warehouse and Transfer Track.
137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.
DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES:
Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

Kindly mention this paper when writing to advertisers.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
508 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

Tell the Advertiser where you saw his Advertisement.

EL ROI-TAN PERFECT CIGAR

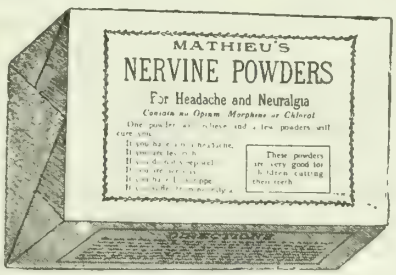
Ask Us For
Wrapping Papers
10,000 Rolls and Reams
and
Twines
Very large assortment.

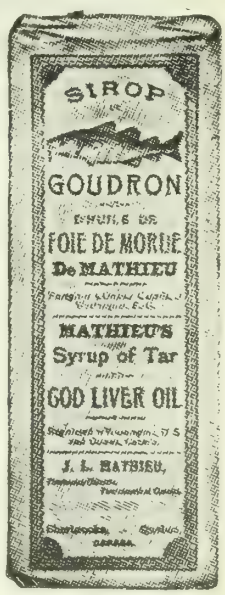
Walter Woods & Co.
Hamilton and Winnipeg

You will find these two well worth featuring

A little display of *MATHIEU'S NERVINE POWDERS and MATHIEU'S SYRUP OF TAR AND COD LIVER OIL* in your show case or on your counter will win you much additional profit. Both can be honestly recommended for guaranteed goodness and quick results.

J. L. Mathieu Co.
PROPRIETORS
SHERBROOKE - QUEBEC





MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES

in

GOOD DEMAND

What have you to offer?
Get in touch with us at once.

WHITE & McCART, LIMITED
Fruit Brokers and Distributors
TORONTO - - ONTARIO
'Phone Main 2319
Reference: Dominion Bank, Toronto, Ont.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARy

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

W. H. Millman & Sons
TORONTO
Wholesale Grocery Brokers
We have some California Raisins that we can offer at slightly lower price than can be imported.

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.
We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

This Space is Yours For $2 On Yearly Order

A Salesman Always on the Job

IT is the constant dropping that wears the stone away. It is the constant knocking at the door of attention and favor that in the end gives you ready access to the good-will of buyers of your merchandise.

You can keep up a constant knocking—a bid for attention, a reminder of yourself a spokesman of your message—this by using regularly

The FARMER'S MAGAZINE

No man whose customers and should-be customers are farmers should be absent from their attention. Their will and purpose to buy may mature at any time. The salesman on the spot stands the best chance to get the order.

All this you know, but—do you live up to the behest of your knowledge?

Let us tell you more about **The Farmer's Magazine** in a special letter.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

One Inch Space $1.00 Per Issue on Yearly Order.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.



DON'T STRIKE OFF

That account because you have tried to collect it and failed. Let us see what we can do with it. If we fail to get the amount in you will not be placed under any obligation whatever, and our services will not cost you a cent. Does this appeal to you? Then send for particulars of our proposition.

Our organization is large—we can collect anywhere.

Jobbers, Wholesalers and Manufacturers, write for particulars of our free draft service.

THE NAGLE MERCANTILE AGENCY
Westmount. Montreal, Que.

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

KING GEORGE'S NAVY

CHEWING TOBACCO

pleases the veteran as well as the novice

The sweet, palatable goodness of this high-grade tobacco has popularized it with "chewers" young and old.

Dealers should always keep a little display working. A trial supply will more than prove the splendid selling value of KING GEORGE'S NAVY.

Get acquainted.

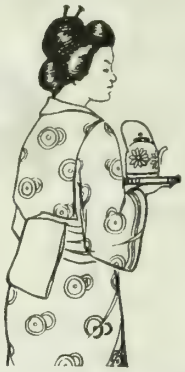
Handled by the Wholesale Trade



Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA



The Japanese Government prohibits adulteration and coloring of Tea

Japan Tea produces, in the drawing, an infusion of a bright amber which is pleasing to the eye. It possesses wonderful strength and body, a delightful flavor and aroma never found in other teas.

Grown, cured, packed and exported under the direct control of the Japan Tea Growers' Association, Japan Tea reaches you in all its natural purity and wholesomeness.

ON SALE AT ALL GROCERS

The steadily increasing demand for Japan Tea is convincing evidence of its splendid good qualities, qualities largely made known to the Canadian housewife through our persistent consumer advertising.

Why not give this line a try-out and see for yourself whether Japan Tea is worth featuring or not? We are confident if you sell it once your customers will ask for it again and again.

Get a trial supply to-day.

Grape Juice Weather is here. Turn it to good account by stocking and pushing



E. D. Smith Grape Juice



The profit you get on every sale makes a little selling effort richly worth while. And the quality of this delicious Concord Product appeals to every customer in a way that assures steady repeats.

Get your people acquainted with E. D. Smith Grape Juice. Don't leave all this profitable business to the other fellow. Send to-day for a trial supply and see how it sells.

E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B. C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Pickle Packers Profits

as jam packers' profits, as meat packers' profits, as fish packers' profits are not alone based on the selling price of their product but more on the manufacturing cost.

Manufacturing cost is rising more rapidly than the selling price. To increase your profits on all lines at all times by decreasing your cost of manufacture can be successfully executed by the use of Anchor caps.

Anchor caps on all glass packages by their many advantages decrease the cost of production and increase the sales. They decrease the cost of product first because they are put on by machinery that is unequaled for speed and ease of operation. There is no breakage and because they are air and liquid-tight there is no mold and no leakers.

Anchor caps increase the sales first because of their very attractive appearance and second because when the package is opened the contents contain the same sweet flavor they had when first packed.

Do not hesitate but enquire immediately for full particulars.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

Furnivall's FINE FRUIT PURE JAM

AGENTS:—**Ontario**—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon** — Mowat & McGeachy. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

Furnivall's fits the particular tastes and fancies of every one. Its price puts it within the reach of all and allows the dealer an excellent margin.

Are you well stocked?

FURNIVALL-NEW, Limited

Hamilton, Canada

Cleans Scours and Polishes Baths Sinks and All Enamel Ware.



Mr. Merchant:

Note the name and the package.

You will stock this line some time. Why not now?

Manufactured by

THE B & L MFG., CO. Ltd. - SHERBROOKE.

If any advertisement interests you, tear it out now and place with letters to be answered.



CATELLI'S

Mark Twain used to say it was the "difference of opinion that made horse races."

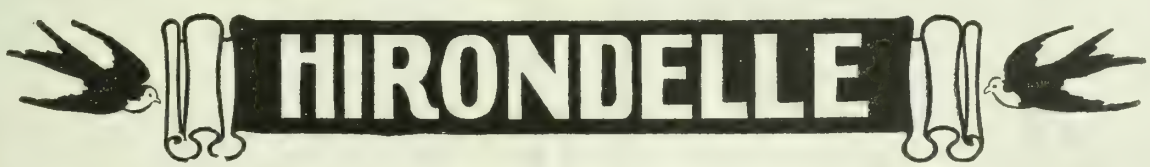
It is this difference of opinion that creates the demand for the three brands of Catelli's Macaroni

Catelli's Milk Macaroni is made with Milk and Semolina. "Hirondelle" or "L'Etoile" contains no milk. It is a difference of opinion as to which is the better.

Handle all and please ***all*** your customers.

Every Wholesaler has Catelli's Brands: Milk or L'Etoile or Hirondelle

C. H. Catelli Co., Limited, Montreal



If any advertisement interests you, tea r it out now and place with letters to be answered.

REGINA BAKING POWDER

is an active seller and a good profit-maker.

Made in 1-lb. tins only, to retail at 50c per lb. To sell it once is to sell it always.

Begin now.



THE ROBERT GILLESPIE COMPANY
WINNIPEG, MAN.
Agents for Canada

The New Breakfast Food



Dutch Tea Rusks

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada

Suppose Each One of Your Customers



was reminded of your name, telephone number, or special brands, practically every day in the year with a message something like this—

What would it be worth to you? And reminded too at a time when she is thinking of her grocery wants.

Thousands of Grocers place an exceedingly high value on the advertising feature of printed *Star Egg Trays.*

It is simply another "profit-producing" feature of the *Star System.* One which produces dollars in new business at a cost of only a few cents per week. Booklet S-221 tells all about it. Ask for a copy.

STAR EGG CARRIER & TRAY MFG. CO.
1620 JAY ST., ROCHESTER, N. Y.

It's astonishing how quickly the demand for

OCEAN BLUE

increases wherever introduced.

Customers who pride themselves on spotlessly white linen and lace continually recommend it to their friends who pass on the information to other particular people. It is really worth your while to have your store associated with Ocean Blue.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba, Saskatchewan and Alberta. W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon. Creeden & Avory. Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.



ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada: Harold F. Ritchie & Co., Limited 10 McCaul St., TORONTO

The pleasant-to-take ounce *of* prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

Don't stock—but sell it. Show it in your counter and window displays.

J. C. Eno, Limited, "Fruit Salt" Works

LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

A neat little seller for your window and counter displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited

OWEN SOUND, ONTARIO

Get This Handy Slicer



This illustration shows the J. B. Slicer in operation, slicing sandwiches. In addition to fresh bread it will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham and Saratoga chips.

Slicer folds up when not in use.

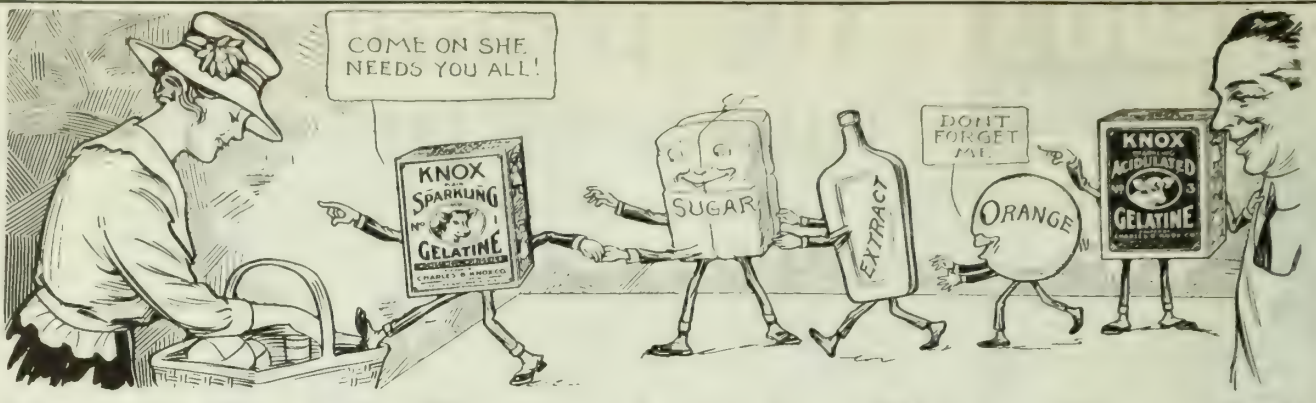
Knife is made of high-grade steel and hardened.

For full particulars write

Jacobs Brothers

78 Warren St. New York, U.S.A.

If any advertisement interests you, tear it out now and place with letters to be answered.



You Sell All These Articles When You Sell Knox Sparkling Gelatine

On account of **Knox Sparkling Gelatine** being **unflavored**, the grocer gets the sale of the flavoring that is used with it—fruit, extracts, nuts, canned tongue or chicken, etc., and besides making these other sales for you it

PAYS YOU A GOOD PROFIT ON EVERY PACKAGE AT THE RETAIL PRICE OF 20 CENTS

It's a fair price to the customer—each package makes four pints of jelly—pure, wholesome jelly at 5 cents a pint.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

BRANCH FACTORY: MONTREAL, CANADA



Count on Malcolm Milk Products for steady sales and good profits

Once your trade gets "wise" to the superior goodness of the Malcolm Line you will find no difficulty whatever in keeping up a steady run of daily "repeats."

The fact that Malcolm's are purely Canadian-made Milk Products is an additional reason why you should keep them always on display. Their goodness equals in every way the most widely advertised imported lines.

Order your supply now and prove what really good profits Malcolm's offer you.

The Malcolm Condensing Company, Limited

ST. GEORGE, ONT.

The Only Canadian Milk Company

If any advertisement interests you, tear it out now and place with letters to be answered.



SELL
PRESNAIL'S
PATHFINDER CIGARS

Do you require Fancy Dressed Poultry of any kind?

We'll fill your order promptly and satisfactorily.

Send us your orders for ROASTING CHICKENS, BOILING CHICKENS, DUCKS, GEESE, TURKEYS. We stock nothing but the very best quality, the kind of goods that give unstinted satisfaction.

Let us quote you prices on Fresh Eggs and Creamery Butter. Call us up or write. Our service and our prices will surely interest you.

C. A. Mann & Company

Phone 1577

78 King St., London, Canada

You'll get big dividends from this investment



The initial expense of installing a **Eureka Refrigerator** will be quickly repaid over and above by the money-making service it gives. The warm air flues across ceiling of cooling room connected with warm air flues at sides and ends is but one of the many exclusive features of the Eureka. Write for booklet.

Eureka Refrigerator Company

31 Brock Ave. LIMITED **TORONTO**

If any advertisement interests you, tear it out now and place with letters to be answered.

The Royal Shield Brand is a brand of unimpeachable goodness

Jelly Powder, Flavoring Extracts, Tea, Coffee—every one of the Royal Shield Line is worthy of the very best recommendation the dealer can give.

The demand for Royal Shield Goods is ever increasing—a sure indication of their intrinsic merit. Get a trial supply from our head office (here illustrated) or from any of the branch houses listed below. Then you'll be prepared to reap a bigger share of summer sales and lasting customer confidence.



Royal Shield Products are always high grade

Campbell Bros. & Wilson, Limited

Wholesale Grocers and Importers and Packers of Royal Shield Brand of Goods

WINNIPEG

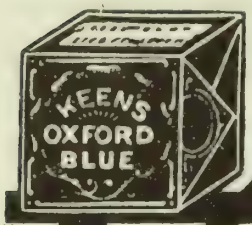
BRANCHES: Campbell, Wilson & Horne, Ltd., Calgary, Lethbridge, Edmonton, Red Deer. Campbell, Wilson illar, Ltd., Saskatoon. Campbell, Wilson & Strathdee, Ltd., Regina, Swift Current.

"is good tea"

You and all your customers know what brand it is.

Very easy to sell a brand of tea so universally known as "good tea".

If any advertisement interests you, tear it out now and place with letters to be answered.



Keen's Oxford BLUE

The blue that "repeats"

Every sale of Keen's Oxford Blue means a satisfied customer, a good profit and a sure "come-back."

Keen's reputation for quality will swing sales to the grocer who constantly features this reliable Blue.

Get your stock out in front to-day.

CANADIAN AGENTS:

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL **30 Church Street, TORONTO**

Sell this Useful Pottery

There's a big demand for it

We illustrate here three of the many splendid lines in our big assortment of pottery. Note the neat margin of profit our prices afford you, while the utility and appearance of the articles ensure good business-building sales.

The Greater Production campaign will materially assist the dealer in disposing of his stock of this useful pottery. Our Sanitary Poultry Fountains are just the thing to capture the fancy of every poultry owner.

Write to-day for a complete list which includes butter crocks, preserve jars, mixing bowls, fruit jars, self-sealing jars, etc. See the profit-making certainty these lines offer you.

The Toronto Pottery Company
LIMITED
617-8 Dominion Bank Bldg.
KING AND YONGE STS. - - TORONTO

Tall Butter Jars
(Dark Glazed inside: Light and Dark or White Glazed Outside)

	Without Covers per doz.	Covered per doz.
¼ gal.	$ .57	$1.14
½ gal.	.85	1.70
1 gal.	1.14	2.28
1½ gal.	1.71	2.85
2 gal.	2.28	3.42
3 gal.	3.42	5.13
4 gal.	4.56	6.27
5 gal.	5.70	7.98
6 gal.	6.84	9.12

Sanitary Poultry Fountains

	Per 100
¼ gallon	$21.00
½ gallon	25.00
1 gallon	30.00
2 gallon	45.00

Circular Drinking Trough.

Black Top Tested Shoulder Jugs

	Per doz.
¼ gal. Imperial	$ 1.02
½ gal. Imperial	1.53
1 gal. Imperial	2.04
2 gal. Imperial	4.08
3 gal. Imperial	6.12
4 gal. Imperial	8.16
5 gal. Imperial	10.20



If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI. TORONTO, JUNE 8, 1917 No. 23

Specializing on Display

A Bright and Attractive Store That is Made an Effective Setting for the Goods Displayed—Some Novel Ideas Noted—Selling the Customer Who Never Sees the the Store—How Personality and Service Are Effective Business Getters.

DUNCAN BELL, of Ottawa, who owns one of the most attractive stores in that city of attractive stores grew up in the grocery trade, as it were. The grocery business has been part and parcel of his life almost since he was able to walk. It isn't many grocers who are able to look back in their grocery experience as far as the year 1865, yet that is the year in which Mr. Bell first associated himself with the trade. That was in the Old Country, and it was there he got an early and complete training. For some years past, however, he has been located in Ottawa, where he was associated with the Bryson and Graham stores, and later with Bate and Company. About two years ago he branched out for himself in Ottawa, on Bank street, a little east of Somerset.

To step out into a new business just at this time, required not a little courage, but that courage most unquestionably justified itself. In Mr. Bell's experience ,and the business he has done has met his most sanguine hopes.

The Personal Element in Drawing Trade

Of course, while the business was new, Mr. Bell was not a new figure in the trade. His association with other stores had earned him a wide circle of friends who have gathered around him in his new venture. People might have said that as his new store is far away from the scene of his former activities that he could not hope to draw any of that trade. That trade naturally tends to go to the store in its immediate neighborhood. As a general principle this is probably perfectly true, but Mr. Bell's experience is an outstanding example of one of the exceptions. During his more than two years in business, he has had many good customers, who have never been inside his store, who very probably do not know where the store is, who do not live in his locality, yet who do all their business there. There is an illustration, that the personality of the grocer is an element and a most decided element in business. Remember, this is not trade that has been in any way solicited. Mr. Bell is one of those who champions the opinion that he does not have to beg for business. He never telephones a customer, save in some very rare instance; all this business has come unsolicited. Despite this fact, this telephone business is no small part of the business of the store, and it is a business that is only encouraged by the simple



Exterior of the Duncan Bell & Co. store, Bank Street, Ottawa, showing fine display windows.



Interior of the Duncan Bell & Co. store, Ottawa. Note the effective counter displays used as a selling argument.

item of service, by a courteous treatment and a scrupulous care to see that the goods that are sold are sent out just as they were represented when the sale was made, and that the quality of the goods generally and the care in handling is all that could possibly be desired.

An Attractive Store As a Selling Agency

In this sort of selling, the sales are made without the assistance of one of Mr. Bell's greatest assets. The appearance of the store itself is one of the greatest selling forces that could well be imagined. Facing on Bank street with two large show windows, it has also two exceptionally large windows on the side street that go back almost the depth of the store. This gives a store that even in the dullest weather is bright as day, and where manifestly no speck of dust or dirt could possibly find refuge. That in itself is an unusually effective selling argument. Attractive surroundings that advertise their immaculate cleanliness are one of the most effective business arguments yet devised, and that argument is present in full force in this store.

Display As a Selling Factor

There is, too, the matter of equipment. As will be seen by our illustrations, that but poorly illustrate the attractive appearance of the store, many of the modern appliances for the display and sale of goods are here to be found.

That brings us to one of the chief items of the creed of the store, selling by display. Mr. Bell and his clerks are fully alive to the selling force of display and the effective material they have to work on. Every shelf is arranged to display without crowding or confusion the goods of the store stock. To get a talking point, however, it is well to get the goods off the shelves and nearer to the customer. Therefore, there is the counter display that is changed at regular intervals, so that the display may not lose its appeal to the customer visiting the store. Our photo shows only one small section of the store, yet it is sufficient to emphasize that fact; the orderly array of goods displayed on the counter where the customer can pick them up and examine them. Other novel display ideas, such as the large glass punch bowl at the end of the counter, a most effective method of displaying some bulk goods. This same system of display is carried out in every department of the store. Goods are made to put their best foot foremost, and goods so displayed are already half sold.

In speaking of the display force of the store, the windows cannot be overlooked. The first photograph will give a very good idea of the great depth of the front display windows. This corner window especially lends itself to attractive window dressing, and Mr. Bell and his clerks have not failed to take advantage of this opportunity, and with one accord they acknowledge that the window display is one of the best selling arguments that they have. No one can pass along Bank street without their eye being caught by these window displays. Moreover, the deep windows have another great advantage in that they afford display space not only outwards, but also inwards. This is still another factor of the interior display that we have noted. Fruit and similar commodities, instead of being indiscriminately distributed about the floor, as is the case in so many stores, is actually displayed more or less on the same general plan as the window display. This lends to the store a continually bright and pleasing aspect. Moreover, an effort is made to maintain this appearance. Deliveries are kept carefully away from the main part of the store. Deliveries are made through the side entrance, so this object is readily achieved, and as a result there is nothing to detract from the orderly appearance which is one of the most outstanding features of this attractive store.

MEAT RULES FOR BRITISH

The British Food Controller has issued an elaborate order regulating the sale and prices of meat, including live animals. The order prohibits speculative resales, eliminates jobbing transactions, and stipulates what profits shall be permitted to retailers above the cost of the carcases.

What About the Re-Sale Price?

Do You Believe in the Idea or Not?—Do You Favor the Terms of the Knowles Bill, Making All Setting of Standard Price a Misdemeanor—A Discussion of All Sides of the Question.

THE question of price maintenance is one on which there is a vast diversity of opinion. It is a system that has produced friends or enemies, but no neutrals. It is a question of vital interest brought forcibly to the attention of the public of recent date owing to the Bill introduced into the Dominion House by a certain Mr. Knowles, of Moose Jaw. Mr. Knowles sees only one side of the question, and goes after it in a forthright spirit that possibly does more credit to his enthusiasm than to his understanding. However that may be, his activities have crystalized public opinion on this matter that is of such moment to the trade. What then is the public opinion on the matter?

Has the manufacturer the right to set a price at which the product he manufactures can be sold? And if he can so set a price, and maintain it by every means in his power, is this action for the benefit of the retailer or otherwise?

Probably the best authority on this vexed subject is the retailer himself. For that reason the CANADIAN GROCER has canvassed a number of the trade for their opinion on this important point.

Strange to relate, the answers to this enquiry shows a fairly even division of opinion between those who are assured of the actual advantage of a set price, and those who are opposed to any system of this nature.

Let us deal first with the upholders of the system and their arguments.

Resale Price Protects Retailer and Consumer

Charles Duff, of the Duff Stores, Ltd., Hamilton, is a staunch upholder of the rights of the manufacturer to set prices. He finds that the fixed price usually gives a fair price to the retailer, is seldom, if ever, oppressive to the consumer, and is a preventative against price cutting. The setting of a resale price would, in Mr. Duff's opinion, be fair to the consumer and would put all retailers on the same footing, which Mr. Duff believes is a thing to be desired. "Goods that have a set price assure the retailer enough to pay expenses, and probably enough to live on, never more. On the other hand, very many lines without a set price become "cut" by small houses, department stores, chain stores, bargain stores, till there is less in it than in selling postage stamps."

Manufacturer Has Right to Protect His Profit

Appended to these replies is Mr. Duff's general defence of the whole set price idea. This defence is such an effective setting of the argument that we print it here in full:

"The manufacturer certainly has the right to determine the price at which his goods shall be sold at retail—providing he is himself the retailer. No one will dispute this statement. He may vary his selling price from time to time, due it may be, to competition or market changes, or other causes, but if he himself retails what he produces, he has the undoubted right to fix the price.

"If he chooses to do so, he has the undoubted right to supply the articles he manufactures to his neighbor retailers, and here again, as in the former case, he has the undoubted right to fix the prices and terms upon which he will supply said retailers. These may be quantity prices, may be a discount from his retailing prices, or they may be prices made on any other basis.

"He has the undoubted right to select the persons to whom he will sell his product, either retail or for selling over again, and to limit his selling in either case to any person or number of persons he chooses and to cease supplying any one or any number as he may choose, and for any reason or for no reason. This is a free country.

"Providing his manufactures are sold under his distinctive brand, trade mark, or are generally known as of his manufacture, or by his name, it follows of necessity in the course of time that such manufactures have an added value to the manufacturer of them, by reason of such brand, trade mark, or name. This value of brand, trade mark, or business name may be the most intangible of all values, still it is real and is everywhere recognized.

"It follows, therefore, that when the manufacturer sells his goods for re-sale under his brand, trade mark, or name, the value he sells does not entirely consist in the tangible goods transferred, but partly in the intangible brand under which they are to be sold again. But the **value of the brand to the manufacturer** is not transferred, cannot be transferred, and further, the **value to the manufacturer that inheres in the brand**, is still the **inalienable right and property of the manufacturer**, even though the goods are sold and paid for. The purchaser has the **right to resell** the goods under the brand inasmuch as they are his own, but he has no right to injure **the value to the manufacturer that inheres in the brand**, by any statement made or implied, or by any course of business that has the same effect. One may not vilify or assail his neighbor's good name or reputation without being liable for slander. So to injure the manufacturer's value in his brand is slander in another realm. Hence, he has **the moral right** to protect his **property in the brand**, whether he owns the goods or not, and altogether, apart from whether the law of the land will sustain his right or otherwise.

"In the exercise of his right to protect his property in his brand, the manufacturer may find it necessary to adopt means to prevent the price for goods sold under his brand being cut. Such price cutting may become a serious injury to the value of his brand.

"In our opinion, arrived at on the foregoing line of reasoning, the proposed legislation would deprive the manufacturer of legal defence of his unquestioned moral right."

A Qualified Endorsement

Dillon Bros., of Halifax, N.S., give a provisional endorsement. They are in favor of a set price, if such price gives the retailer a proper margin, and is fair value to the consumer. In each case there should be a quantity price.

"We think there should be a quantity price on all goods of standard manufacture, both to the retailer and consumer. For instance, a retailer who can buy 10 to 25 cases of any article should get a better price than the one who only buys one case at a time. Or a consumer who buys a dozen or two dozen of an article should get a better price than the consumer who only buys one package or article at a time."

The reason given by Mr. Dillon for this championing of the set price is that it: "Overcomes CUT prices; guarantees the consumer fair value for money spent; increases the public confidence in the retail trade, resulting in the public spending more money in the home town."

Mr. Dillon also gives it as his opinion that this set price is a protection against the mail order house, because it has been the practice for these houses to use standard priced articles as bait, thus leading the local consumer to believe that the retailer is overcharging them. Such a system is of advantage to the retailer because it makes a competition in service and cleanliness, rather than in quality and prices.

"The laboring class sets a price for their labor," he continues, "the doctor sets a price for his attendance, and so it becomes a question of the best laborer, best doctor, etc. The same applies equally well to the retail trade—it becomes a question of service rendered, cleanest store, most polite and obliging clerks, and quickest service."

Paul Cadieux, Lefaivre, Ont., states the reason for favoring the system that "it avoids price cutting."

Protection Against Mail Order Competition

A Giovetti, of Sherbrooke, Que., gets down to cases. He believes in a maintained price because "plenty of goods the mail order houses sell for 3 for 25c,

cost the retailer 95c to $1 per doz. A set price would give all a living profit, because the mail order houses would not then be able to pay express on goods and still undersell us at our very doors."

From Fort William, Ont., A. A. Black, also answers in favor of the set price: "It means that the retailer gets a living profit," he urges, "otherwise nine time out of ten he sells goods at a loss."

"Moreover," he continues, "manufacturers who have a set price on their goods know that they must depend on the retailer to sell their goods. They must make a price on their goods that will give them a profit, and they must see to it that he makes a profit, too. They know that if the retailer does not get a fair profit he will most certainly not push the manufacturer's lines. Of course, this all helps in the struggle against the mail order houses who have not the same chance to cut prices."

H. Stanbridge, of Horizon, Sask., that the setting of a standard price, assures the merchant a reasonable profit and protects him against price cutting. Mr. Stanbridge also instances several lines wherein a set price has worked out satisfactorily for all concerned, and he believes that there is every evidence to prove that conditions would be equally successful with other lines.

That the non set price gives the big buyer an unjustifiable advantage, was another of his contentions. "I believe in a set price," he states, "because some concerns can buy factory outputs and so sell cheaper than the retailer can buy from the manufacturer."

M. E. Hugnagel, Asor, Sask., bases his whole argument on the fact that the standard price is a protection for the retailer.

Mr. Knowles' Bill Would Intensify Price Cutting Evil

The evils that might follow the passage of the Knowles Bill are very apparent to W. R. Brodie, of Empress, Alta. The set price has a tendency, he believes, to stop all price cutting between jobbers and also between retailers, where as the passage of the bill to make any set price illegal would leave the way open for a very opposite effect, and would tend to start price cutting in many jobbing houses as well as retail stores.

From British Columbia, the Rock Creek Trading Co., Rock Creek, comes this emphatic statement in defence of the system: "It ensures a reasonable margin, avoids unfair price cutting, upholds quality, and the customers know what they are paying for and what they are getting."

Set Price Would Tend to Localize Trade to the Trade's Advantage

Here is rather a new idea on the question propounded by F. W. Bayliss, of the Hollywood Grocery, Victoria, B.C. Under the system of set prices there would be less failures, as the retailer would have a living profit, and the stores could do more in their own locality with less expense. They would not have to go all over to get business, the public knowing they could do as well in one place as another, would not drift all over looking for bargains. And consequently the grocer's district could be materially limited, with the happy effect of considerably reducing his cost of doing business.

C. S. Spence, of the Fernie Co-operative Co., believes that the set price should not refer to one class only.

"If the wholesale prices are set, the price to the consumer should also be set.

"The jobber can place the manufacturer's goods on the market as cheap as the manufacturer can, and make a fair profit in doing so."

Enter the Opposition

Having gone thus far the reader will doubtless be of the opinion that this isn't an argument at all, that the "Ayes" have it, hands down. Friends, we have been keeping the loud-voiced "Nays" for the last, but they will now prove to you that there are every bit as enthusiastic holders of the opposite viewpoint, as there were champions for the affirmative.

Set Price Shows Too Small Profit for Credit Business

Here, for instance, is an argument based on conditions prevailing in the middle West. The firm is Weiner & Gibbs, Dysart, Sask. They write: "We are situated in a district where business is transacted on a credit basis. The set price in question, in many instances, showed so small a margin of profit that it might not cover the interest on what it costs us to do business. The farmers are running their accounts for a period of six months and sometimes longer. In our opinion, the setting of standard prices would not be for the benefit of the retailer. It might be practical where a strictly cash business was done. But we are doing 50 per cent. of credit business, and it would not be a good thing for us."

Urges That Composition of Every Article be Guaranteed

Here is an interesting letter from D. A. Mackenzie, of Souris, Man., that suggests a novel way of meeting the mail order difficulty:—

"I am of the opinion," says Mr. Mackenzie, "that the law should be tried out, and further that they should make a law compelling every house, whether mail order or not, to state exactly what each article is. For instance, goods bought by the yard should be stamped just what they are made of; it should be stated just what percentage wool and cotton, etc., it contains. A suit of clothes bought by any man should have a table of guarantee 50 per cent. wool and 50 per cent. cotton, or whatever it may happen to be. no matter what the article may happen to be, the manufacturer should be compelled by law to stamp his goods in such a manner that the buying public will know exactly what they are getting.

"The mail order houses, in many cases, advertise their goods in such an active manner that is very misleading to the general buying public. But if these houses were compelled to state in their advertisements exactly the quality they were advertising, it would be a great benefit not only to the merchant, but to the general buying public.

"There is no mail order house in Canada that can sell groceries of the same quality any more reasonably than a grocer in your own home town. Take your own city, for instance; if the mail order houses in your city were such price cutters, there would be no need for the thousands of corner grocery stores. But the consumer knows that outside of a few special bargain days, the local grocery store is the most reliable, and gets the quality business. While I do not handle dry goods myself, I believe that most of the larger stores use groceries, not as a profit, but merely as an advertising medium. In my opinion, all goods that are controlled by selling agreements are more of a help to the jobber and manufacturer than they are to the merchant. You only have to glance at the financial statements of these combines to have this verified.."

Consider the opinion of W. H. Reid, manager of the grocery department of Christie Grant, Ltd., Winnipeg. Here is as emphatic an argument against the maintained price as any that were urged in its favor.

"I am not in favor of the manufacturer setting a selling price for his goods either to the retailer or the consumer. Such arrangements hinder freedom of trade and enhance prices. The set price does not help the retailer against the mail order house, because it prevents him meeting conditions as they arise."

Set Price Destroys Competition

"The chief argument against setting a selling price to the retailer and consumer is that it destroys competition in price. Competition is the life of trade. It's only in a few instances that it has not resulted in advancing prices to the consumers. It hampers the output of the retailer who has opportunities to turn over large quantities of a particular commodity, and could not do so at a good profit to himself at a lower price than the set price. It provides an undeserved protection for the dealers whose opportunities to handle and activities in handling a certain commodity are negligible. It affords a shelter oftentimes difficult to locate for the unscrupulous dealers."

Urges Co-operative Buying

M. Chambers, of Chambers & Co., takes a broad viewpoint on the situation. "Let the retailers," says Mr. Chambers, "set their own prices, and the public is better satisfied. If the retailers consolidate and buy together, they can buy as cheaply as mail order houses and can meet their prices. Otherwise, on the whole, it is very few lines the mail order houses cannot break prices on. Public opinion, as a rule, favors freedom of trade as against restrictions, and set prices are against that."

T. Rogers, of Sirdar, B.C., favors a set price to the retailer on the ground that it would put the small dealer on the same basis as the large buyer. Exactly the opposite opinion you will note from that of Mr. Dillon, of Halifax, quoted earlier in this article. Setting a price to

(Continued on page 34)

Has Small Town Problem Been Solved?

Here is One in the Middle West That Has Become Converted to the Gospel of a Municipal Golden Rule Which Gives Fair Promise of Permanent Salvation.

By J. W. F. Lawrence

Editor's Note.—The problems of the small town are very vital problems, and they differ very little with the difference of location. The jealousy and rivalry and self- interest, are as much a part of the life of the town in the Prairie Provinces of Canada, as they are of the plains of Kansas. Therefore, we reprint this story.

Can the Golden Rule be used in Business? Can it not only be used, but used successfully. This is the account of some such system put into actual operation. It is well worth the consideration of every merchant.

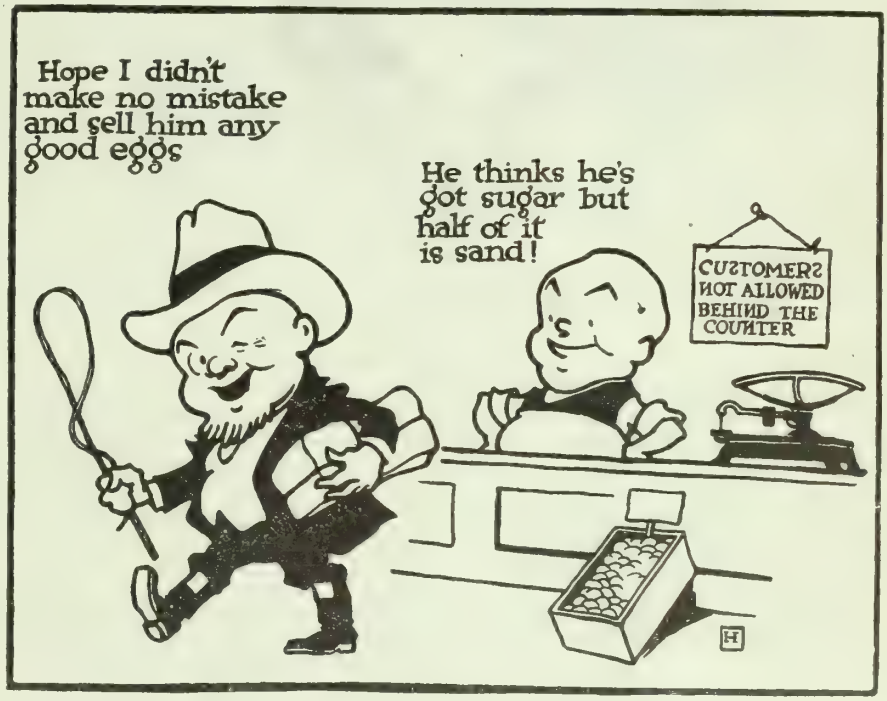
We are indebted to "The Nation's Business" for permission to reprint this story, that first appeared in the columns of that magazine:—

THE slimy trail of the trade feud is no longer to be found in or around Ottawa, Kansas. This does not mean that Ottawa has beat the rest of the country to a millennium or that you can't see the dust of conflict hovering over the town as you approach it. They still get lots of good, healthy exercise out of their scraps in Ottawa, which they would sadly miss if they ever attained to a state of perfected peace. But what it does mean is that Ottawa, along with a rapidly increasing number of other towns in the Middle West, has awakened to the fact that the Goose that Laid the Golden Egg never was in it, as a prosperity maker, with the Golden Rule.

Trenton, Missouri, claims the credit of starting the idea. No one can blame Trenton for being a little jealous over the fact because it begins to look as if it has begun the gospel through which our smaller towns are to be born again. Ottawa became converted, as did Paola. Iola, Osawatomie, Chanute, Olathe, and many other towns in Kansas and its neighboring states. Each added variations of its own to the general scheme. Our story deals specifically with the Ottawa Idea, and what it did for the town that adopted it.

The easiest way to define the thing is to tell what it does! The *Idea* is being worked out at Ottawa by the Ottawa Chamber of Commerce, which differs from the ordinary Chamber of Commerce in that it recruits its membership not only from the business men of the town but also from the ranks of all the farmers within a radius of twenty miles of Ottawa. The uniting of these two ordinarily more or less hostile elements into a single body, convinced that its members have their vital interests in common and not apart, has made possible certain extraordinary results: It has done away with cut-throat, unintelligent competition among Ottawa merchants; and it has made the interests and opinions of neighboring farmers a dynamic factor in all those questions of town policy that clearly affect farmers. It has made the farmer a citizen of Ottawa in all matters that concern him it sees to it that he shall be heard, and that his wishes are at all times duly considered. Virtually it has brought the farmers and their land within the city limits; and it has thus shot the population of Ottawa from ten thousand up to twenty thousand. Since the town and the farmer are mutually dependent, the importance of all this is obvious.

The elimination of strife which the idea has effected among the business men is not the result of high flown sentiment but of horse sense; for the Chamber of Commerce is actively educating itself and all Ottawa to the notion that farmers and business men have interests which are in the long run identical; and that the same is true of the relations of business men among themselves and of farmers among themselves; and that the sane thing to do is to get together on the basis of that common interest.



Before the regeneration it was no sin for the farmer and storekeeper to defraud each other.

Here is an example of the way the thing works out: One day a storm blew down some telephone poles across a farmer's fence and broke the fence. The farmer complained. The telephone company promptly fixed the poles, but left the fence as it was. The farmer had no money, and in all probability nothing short of an expensive litigation would have helped his case. But he took the matter up with the Chamber of Commerce through the attorney whom the Chamber employs to give advice to farmers who are in legal difficulties. The Chamber crooked a finger in the direction of the telephone company, and next day the farmer's fence was fixed.

Here is another: The word went forth recently that a certain grocer down the street had failed. C. L. Jones, a merchant, who is one of the most energetic boosters of the Idea in Ottawa, went to the man's store and found it in the hands of a receiver. He went to the man's house and found the family in tears; but the man wasn't there. He sought further, and at last found his man in the back of the store, over in a corner, trying to hold himself together—a wreck of a man. He owed $3,500 to a local bank; and so far as his ability to pay it back was concerned, it might as well have been a million.

"Sit down there," said Jones, "till I get back."

Forthwith he telephoned or sent word to all the business men he could reach. He told them to meet him at once; but he didn't say what for. This was at four o'clock on a Saturday afternoon, about the busiest hour of the week; but a hundred of them came—because that's a part

of the Idea. He put it up to them; and every man there went down into his pockets. They made up $3,500 between them, on the understanding that they were advancing the loan at their own risk, and that none of them would expect his money back if the man should again fail in spite of their help. They turned over the money; and thereafter they saw to it that the store got a certain amount of trade from each of them. To-day he has one of the most prosperous groceries in town.

In this connection note two things: first, that the Idea saved Ottawa a business failure—which would have been bad for the town in every way. Secondly, that if anyone in an average town wants to know how easy it is to get a hundred busy merchants to drop work on a Saturday afternoon for no assigned reason, all he needs to do is to go to some town the size of Ottawa and try it.

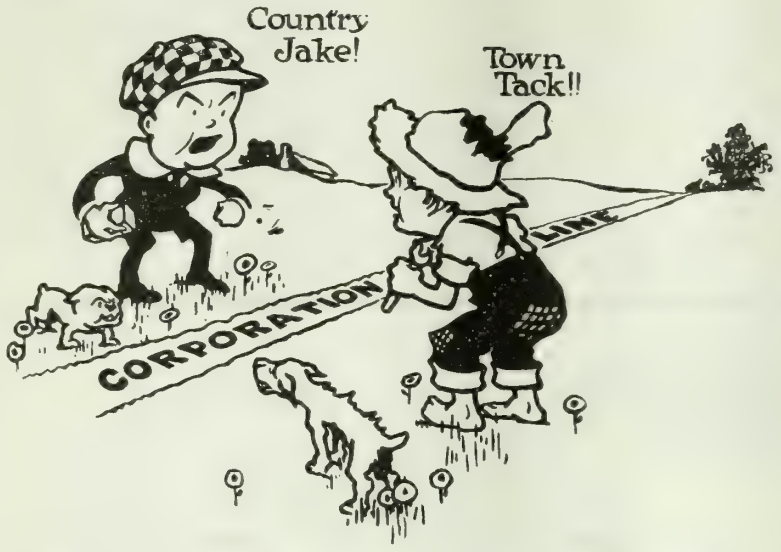
Now there is nothing new about this notion of community interest being identical with the interests of the individual. It is the ABC of sound economics. But it has nevertheless failed in many a good town; and it is meeting with varying degrees of success in the other towns which, like Ottawa, are trying it out. One reason why it is succeeding so well in Ottawa is probably to be found in the fact of adequate leadership. That is what most community development generally comes down to.

The work is being done by nine picked men who form the executive board of the Chamber of Commerce. They command the confidence of the community; and their word is law simply because success has always followed at their heels like a well-trained hound. In most towns men of that type are "too busy"; but in Ottawa they couldn't give "No" for an answer simply because the town wouldn't stand for it. The right sort of leadership is the best possible insurance against the Ottawa Idea ever becoming a mere anaemic theory in applied economics. Good leadership, combined with the Idea, can make any town right.

One reason why an enterprise like the Ottawa Idea is worth writing about is that it is just as big a thing as the community problem in America. In the main, one town's problem is like that of another; and town after town is, like Ottawa, finding its answer in a common-sense application of the thing that is now making Ottawa over. It hasn't made Ottawa over yet; but if it shall even approximate that result in this and other towns, it would seem that the movement typified in the Ottawa Idea is one of the biggest and most constructive and hopeful things in American life to-day. Certainly it is spreading in one form or another throughout the American business world.

A business fight in Ottawa has become a process for the equitable adjustment of differences, instead of being a breeding ground for what the Litany tersely summarizes as "envy, hatred and malice, and all uncharitableness." The new idea in business has reversed the old idea of what the other fellow wants to do. It abides in the faith that the other fellow wants to do right. It is willing to wager the commercial prosperity of the whole country—and ultimately of the whole world—on the notion that the overwhelming majority of men want decency and fair play in business, coming and going and on both sides of the fence.

Jesus Christ laid the foundation of all this two thousand years ago; but the prescription didn't appeal to His short-sighted generation. Since His time the Idea has come thundering down the ages at such a rate that most of mankind have had to do some lively side-stepping to avoid it. Most people have always been more or less afraid of it. It has seemed to offer, not peace but a sword. But modern business has begun to stand four-square in the path and let it come; and when it comes it makes things over.



The new idea wiped out the boundary that encouraged enmity between town and country.

The situation of Ottawa is typical of that of many another town that could work the big Idea to a turn. Ottawa is a hump on the otherwise undisturbed surface of some of the finest prairie farmland in eastern Kansas. It is the hub of a big agricultural wheel. The wheel wouldn't amount to much without its hub; and the hub wouldn't be a hub if it didn't have its wheel. The spokes are good roads that reach out twenty miles in all directions.

In the days before the Idea had begun to work, when Ottawa was merely a town instead of a hub, the farmers used to come in over bad roads—when they had to, cursing Ottawa, and wishing they were nearer Kansas City. And when they had gotten past roads and into Ottawa they kept an eye on the merchants while they did business with him; for they had a notion that the problem of getting past was not wholly confined to the process of reaching town. Sometimes the notion was right and sometimes it wasn't; but the suspicion and hostility were there, on both sides,—just as they are in most towns.

Nor was this state of affairs confined to amenities between the farmers and merchants. The merchants, as has already been indicated, watched each other. They devoted time, brains and money to the problem of walking around each other—which is like trying to raise yourself by your bootstraps. Every man had his knife out, not so much because he wanted to hurt anyone as because he was afraid someone would hurt him. And so it was that he watched the suspicious farmer with one eye, and his "loathed but esteemed contemporary" with the other, and picked up his living on the side when there was a chance.

If John Jones got into a trade war with his rival across the street they had it out, conducted a first-class business feud, didn't speak for years when they met on the street, and undersold each other and depressed prices on their goods till neither they nor anyone else in the same business in the town could make a decent profit.

And if in the end, Jones got pushed off the commercial map, "So much the better," said the onlookers; "those of us who are left will have more."

Such a theory is exactly as false and short-sighted as was the fear that labor first had of machinery. One machine would do the work of ten men. Ergo, the other nine will be thrown out of work. Of course the fact is that production was so cheapened and increased that demand multiplied; so that instead of the other nine men being called back, hundreds, thousands even, hardly sufficed. It was a kind of economic miracle of loaves and fishes. It was just another illustration of this vital principle of community life which is beginning to sweep the country.

WHEN Ottawa decided it wanted a Chamber of Commerce to carry on the Ottawa Idea, it sent up to Chicago for one George S. Irving. He calls himself a "town doctor" and Ottawa thinks he has a right to that degree. He is a sort of business Billy Sunday. He descended on Ottawa with a thousand or so buttons in a suit case and the rest of it in his head.

A button admitted the buyer of it to the lecture Irving was to give. The buttons sold at a low price, and the proceeds from the sale compensated Irving fairly for his work. He lectured on a Monday to a record-breaking crowd; for a band of ringleaders had gone out into the highways and hedges and made them come. The lecture was a hummer. Tuesday Irving spent laying his mines and digging his trenches. Wednesday night there was a banquet, with four hundred present. At the end of the banquet Irving made another hair-raising talk, and then called for eighty volunteers who were to make forty teams of two men each, and go through the town with a fine-tooth comb and a minnow net soliciting members for the new Chamber of Commerce.

He got his eighty, and could have had a hundred as easily. Then he lined them up in a row back of the tables, and taking a list of names of possible members, selected from the city directory, he called one name after another. As he reached each name, a team would signify that it would take that one—and so it went till the list was exhausted.

Thursday morning the teams gathered and Irving after a final talk, told them to go to it. They scattered like a pack of hounds, and swept the town. Before long results became evident. The streets were crowded with people; farmers flocked in from all directions; and as the figures grew the excitement and enthusiasm fairly boiled over. Men who had been luke-warm came in to help the thing along; and some bought several memberships instead of one. Not such a small matter either when you consider that a three-year membership costs six dollars.

The sale continued long after Irving left town; and the campaign is still on. The work now being conducted in the country is expected to bring in a thousand farmers. That will mean an income of $12,000 a year for the Chamber for the next three years;—and substantial things can be done with that much money.

The problems of a Chamber of Commerce that is trying to carry out this ideal naturally vary from day to day; for the conditions are complex and not always easy to deal with. For example, the attorney who handled the difficulty of the farmer with a broken fence, was appointed by the Chamber in order that the farmers of the neighborhood might have the benefit of free legal advice. This doesn't mean free service in case of litigation, but rather counsel that puts them right in difficulties which farmers are particularly prone to get into. When it was first decided by the Chamber of Commerce to employ a lawyer for the purpose, one young attorney in the town offered his services for nothing, just to help the cause along; and one individual result of this was that he sprang from a position of comparative obscurity in the town to immediate success in his profession.

Another medium through which the Chamber handles its varying problems is a permanent secretary. He is a notary public. His office serves as a gathering place for farmers. They can go and come as they choose, meet their friends there, and get what service they require. The secretary has a job that is a good deal more than clerical. He is picked to handle difficult and delicate situations as they arise with tact and skill. If he hears of a difficulty between two merchants, for instance, he sends for them—generally without saying what for; and the first thing they know, there they are, face to face, with the secretary asking, "Now, then, what's the matter with you fellows? Come now—speak up; get it out of your systems." And so each finds, like enough, that it was all his fault. Another important function of the secretary is to issue a weekly bulletin for the benefit of farmers and merchants, telling who has jobs to offer, and who wants jobs. It serves the purpose of an employment agency in the community and is a great source of convenience and economy.

OF ALL the secretary's jobs, none is more delicate than handling the rating bureau, where information is on file covering the financial standing of persons who apply for credit. Not only is this function of enormous financial value to the merchants, but it is also proving of service to the farmers. Information as to "dead beats," and the whole local question of credit in general is open to any farmer who asks for it. It saves him from many a pitfall; for he could hardly obtain such information in any other way.

Here is another instance of how the Ottawa Idea hitches with the farmers: Not long ago the business men of the town decided to abolish hitching rights on the main streets. Of course they could have gone ahead and done it out of hand, and created ill feeling among the farmers at once. But instead they sent out a letter, stating the plan, offering to provide a hitching place handily situated, and asking farmers what they thought about it. All wrote back that it would be a good thing; so it was done, and all were satisfied. Ask a farmer about it, and he will tell you, not how the people of Ottawa did such and such, but how *we* did it; which is different.

Useless advertising was one of the first things that had to go. The gentleman who demands ads for the purpose of assorting them down the sides of the big thermometer he is going to place somewhere in town, has turned to other spheres of usefulness. Mr. Jones no longer pays hard cash for negative good will for fear Mr. Smith will take some of it, and thus gain the greater popularity, for both of them have now agreed to refer all solicitors for charity, ad. schemes, and general public donations to the Budget Committee of the Chamber.

These things are merely typical. The prospects are limitless. No individual man can take on himself to watch municipal expenses; but a Chamber of Commerce can, and does. It is on record that at Trenton, Missouri, they put up a fight last year, in conjunction with the state, against hog cholera. Their loss in 1913-14 was twenty thousand dollars in hogs;

(Continued on page 31)



Merchants had their knives out and were too busy circling around each other to wait on trade.

Where Weekly Half Holidays Are Held

A List Collected For the Benefit of the Traveller, Telling Where Holidays Are the Rule and on What Days They are Held—Where the Stores Are Open at Nights —A Page That Should be Found of Great Use.

FOR the benefit of the travelers, the CANADIAN GROCER is publishing herewith a list of the principal towns in Ontario and Quebec, noting in which of these towns the half holiday is observed, and in what towns it is possible for the traveler to make some of his calls at night.

With the present curtailed train service this information we believe should be of even greater benefit than it has been in the past. For that reason the CANADIAN GROCER is endeavoring to make this list as complete as possible. All information available to date is contained in this list. There will be supplementary lists published in succeeding issues that will make this list the most complete that we have ever issued..

The following is the list to date:—

ALMONTE—No half holiday.

AURORA — Wednesday p.m., June, and August, and 6 p.m. closing every night, except Saturday.

AMHERSTBURG — Thursday p.m., June, July, and August.

AYLMER—Wednesday noon, June, July, and August.

BRANTFORD—Wednesday p.m., May, June, July, August, and September, and 6 p.m. closing nightly, except Saturday.

BARRIE—Not yet decided.

BALA—No half holidays. Stores close at 6 p.m., except on Wednesdays and Saturdays.

BOTHWELL—Wednesday afternoon during May, June, July, August, and September. Stores close at 6 p.m. except Saturday.

BRACEBRIDGE—Thursday at 1 p.m., June, July, and August.

BROCKVILLE — Wednesday afternoon, June 6 to September 1.

BOWMANVILLE—Wednesday, 12.30, June, July, and August.

BLIND RIVER—Thursday, 12.30 p.m., May 1 to September 15. Stores open Wednesday, Thursday, and Friday evenings.

CARLETON PLACE—No holiday.

CHATHAM — Thursday afternoon, June 14 to September 13, inclusive. Stores close every evening, except Saturday, at 6 p.m.

CHELMSFORD—No half holiday.

COPPER CLIFF—Wednesday, 1 p.m. Stores close nightly, except Saturday, at 6 p.m.

CORNWALL—No half holiday. Stores close nightly, except Saturday, during July and August.

DRYDEN—Thursday afternoon, June, July, and August. Stores close at 6.30, except Wednesday and Saturday.

DUNVILLE—Wednesday, 12.30, June, July, and August. Stores close every evening, except Saturday.

DESERONTO—No decision yet re holiday. Expect Wednesday afternoon, June, July, and August.

ELORA—Wednesday noon, May 29 to August 29, inclusive. Stores close every evening, except Saturday, at 6 p.m.

ENGLEHART—No half holiday.

FOREST—Friday afternoon, June, July, and August.

FORT WILLIAM—Wednesday, 1 p.m., June, July, and August.

GANANOQUE—Wednesday afternoon July 4 to September 12, inclusive. Nightly, except Saturday, at 6 p.m.

GALT—Thursday, June, July, and August.

GRAVENHURST—No half holiday.

GUELPH — Wednesday afternoon, May, June, July, and August. Stores close nightly, except Saturday, at 6 p.m.

HANOVER—No half holiday. Grocery stores close nightly, except Saturday, at 7 p.m.

HARRISTON—No half holiday. Stores close nightly, except Saturday.

HESPELER—Wednesday afternoon, May to September.

INGERSOLL—Wednesday afternoon, June, July, August, and September. Stores close at 6.30, except Saturday.

KINCARDINE — Friday afternoon, June, July, and August, and nightly, except Saturday, at 6.30 p.m.

KITCHENER — Wednesday, 12.30, June, July, and August.

KINGSVILLE — Thursday, at 12.30 p.m., May, June, July, August, and September. Stores close Tuesdays and Thursday evenings throughout the year.

LEAMINGTON — Friday afternoon, May to September, inclusive.

LINDSAY — Wednesday afternoon, June, July, and August, and every evening, except Saturday, at 6.30 p.m.

LONDON — Wednesday afternoon, June, July, and August.

MEAFORD—Thursday afternoon, May 1 to Sept. 14, and nightly, except Saturday, at 6 p.m.

NAPANEE—Wednesday, June, July, and August.

NEWMARKET — Wednesday afternoon, June, July, August, and September, and nightly, except Saturday, at 6 p.m.

NIAGARA-ON-THE-LAKE — Wednesday afternoon, June, July, August, and September, and nightly, except Saturday, at 6 p.m.

NORTH BAY—Wednesday afternoon, June, July, and August, and nightly, except Saturday, at 7 p.m.

ORANGEVILLE — Wednesday afternoon, July and August. Nightly, except Saturday, 6 p.m.

OTTAWA—Saturday afternoon, July and August from 1 p.m. Civic holiday, first Monday in August.

OWEN SOUND—Wednesday afternoon, June, July, and August.

PARKHILL—Wednesday, 12.30 p.m., June, July, August, and September.

PERTH—No half holiday.

PRESTON—Wednesday, 1 p.m., May to September, inclusive, and every evening, except Friday and Saturday.

PICTON—Thursday afternoon, July and August.

PRESCOTT — Wednesday, July and August.

PORT ARTHUR—Holiday under consideration, probably Wednesday, June, July, and August.

PORT HOPE—Wednesday afternoon, June, July, and August. Stores close each evening. Drug stores remain open in turn, except on Saturday evening, when all stores are open.

SIMCOE—Thursday afternoon, June, July, and August. Evening closing irregular.

STIRLING — Wednesday afternoon, July and August, and Monday, Wednesday and Friday nights during summer months.

ST. MARY'S—Wednesday, 12.30, June, July, and August, and nightly, except Saturday, at 6.30.

SAULT STE. MARIE—Wednesday, 1 p.m., May to August, inclusive.

ST. THOMAS—Wednesday, 1 p.m., May, June, July, August, and September, and nightly, except Saturday, at 7 p.m.

ST. CATHARINES—Wednesday afternoon, May to October, inclusive, except in week where a public holiday is observed. Groceries close nightly, except Saturday.

STAYNER—No weekly half holiday. Stores close every evening, except Saturday, at 6 p.m.

STOUFFVILLE — Friday afternoon, May to September, inclusive.

SPRINGFIELD—Tuesday afternoon, May to August.

THESSALON — Probably Thursday, July and August.

TROUT CREEK—No holiday observed. Stores close nightly, except Saturday, at 6 p.m.

TORONTO—No definite holiday. Many grocers close Wednesday afternoon the year round.

WATERLOO—Wednesday, 12.30 p.m., June, July and August.

WHITBY — Wednesday afternoon, June, July, August, and September, and nightly, except Saturday, at 6 p.m.

WIARTON—No half holiday.

WINGHAM — Wednesday afternoon, July and August.

WINDSOR—No half holiday. Civic Holiday, first Monday in August.

WOODSTOCK—No half holiday has been decided upon. Stores close nightly, except Saturday, at 6.30 p.m.

PROVINCE OF QUEBEC

BUCKINGHAM—No half holiday is observed. Stores close every night, except Saturday, during July and August, and Tuesdays and Thursdays for the balance of the year.

Has Your Store Been Doing Business for Fifty Years?

There are some stores in Canada that can look back over an unbroken record of fifty years of active business; that have seen the monumental changes that have developed in their community, in their trade, and in the country itself. There should be a world of interest in the stories of these stores, and in the recollections of the men who have been associated with them.

We are drawing near to the Golden Anniversary of Canada as a Dominion, and it seems fitting time to draw attention to these stores which have been an integral part of the growth of our country from that time to this.

Perhaps your store is one of those which has this long and honorable history. If so, will you write us regarding it? Tell us something of the condition of the locality in the days when the store was first started; something, too, of the manner and method of doing business, and generally, give us all the old-time history that you may have regarding the store. If you have photographs, either of the old-time or the present to accompany this sketch, we would be glad to receive them. Don't let this matter be overlooked. We would like to get a list of every store that has had this long history. Will you help us, and help us promptly?

COOKSHIRE — No weekly half holidays. Stores close on Tuesdays, Thursdays, and Fridays, at 6 p.m.

COATICOOKE—No weekly half holiday. Stores close Monday, Tuesday, Wednesday, and Friday, at 6 o'clock.

COWANSVILLE—No half holiday. Close Tuesday, Wednesday and Thursday, at 6 p.m.

DANVILLE—No weekly half holiday. Stores close Monday, Wednesday, and Friday evenings at 6 o'clock.

GRANBY—No half holiday is observed. Stores are closed Tuesdays, Wednesdays, and Thursdays, at 6 p.m., but are open on other evenings.

IBERVILLE—No weekly half holiday. Stores close Tuesday and Thursday nights at 7 o'clock.

LAKE MEGANTIC—No weekly half holiday. Stores close Tuesday and Thursday evenings, except during month of December.

LACHUTE—No half holiday. Stores close at 6 o'clock, Tuesday and Thursday.

MANIWAKI—No weekly half holidays. Stores close every night at 6 p.m., Jan. 15 to Dec. 15.

SCOTTSTOWN — No half holiday. Stores close Wednesday and Friday nights at 6.30 p.m.

SHAWINIGAN FALLS—No definite half holiday declared, but some merchants closing half day during June, July, and August. Stores close on Tuesdays, Wednesdays, and Fridays at 7 p.m. Open on other evenings.

ST HYACINTHE—No weekly half holiday. Stores close Tuesday, Wednesday, and Thursday, at 6 p.m. throughout the year.

ST. CHRYSOSTOME—No half holidays. Stores close Tuesdays and Thursdays at 6 p.m.

THREE RIVERS—No half holiday.

VICTORIAVILLE—No weekly half holiday. Stores close every Monday, Tuesday and Thursday, at 6 o'clock.

WATERLOO—No weekly half holiday. Stores close Tuesday, Thursday, and Friday evenings.

Manitoba Convention

ALL arrangements have been completed for the third annual convention of the Manitoba Retail Merchants' Association, to be held at Winnipeg on June 13, 13 and 14. The convention programme includes many interesting features. Several addresses will be delivered by prominent business men, on subjects of vital interest to the retailers of Manitoba. The Winnipeg retailers will tender a banquet to the visiting delegates. The convention programme follows:—

CONVENTION PROGRAMME

Tuesday a.m., June 12

10.00 a.m.—Registration of delegates at Convention Hall, in Industrial Bureau.
2.00 p.m.—Opening of convention by President Rannard.
2.15 p.m.—Addresses of welcome.
3.00 p.m.—President's address, and reports from Secretary, Treasurer, Manager, Insurance Branch.
4.00 p.m.—Resolutions and Question Box. Discussion.
4-5 p.m.—Exhibits of merchandise.
8.00 p.m.—Address by E. B. Moon, on "Getting the Most Out of Business."
9.00 p.m.—Address on "Rural Schools, the Country Store, and Rural Life," by Wm. Iverlach, Isabella, Man.

Wednesday, June 13

9.00 a.m.—Conference of manufacturers, wholesalers, and retailers.
9.30 a.m.—Conference hardware dealers, wholesale and retail.
10.00 a.m.—Conference of wholesale and retail grocers.
10.30 a.m.—Conference of wholesale and retail dry goods and boot and shoe merchants.
11.00 a.m.—Address by E. B. Moon, on "Meeting Outside Competition."
11.45 a.m.—Report of Resolutions Committee.
2.00 p.m.—Address by E. B. Moon, on "Community Building."
3.00 p.m.—Address by W. J. Keyes,, Kelvin Technical School, on "Better Business."
3.30 p.m.—General discussion.
3.45 p.m.—Photo of convention.
6.30 p.m.—Informal banquet at Fort Garry Hotel, tendered to visiting delegates by Winnipeg branch, R. M.A.

Thursday June 14.

9.00 a.m.—Report of Resolutions Committee.
10.50 a.m.—Address by R. C. Henders, President Manitoba Grain Growers' Association.
11.30 a.m.—Address by G. F. Chipman, Editor Grain Growers' Guide, on "The Function of the Grain Growers' Guide in the Development of the West."
2.00 p.m.—Report of Resolutions Committee. Award of prizes to member who has secured greatest number of new members, and to contributors of ten best articles on "How we Get and Keep Business in Our Town."
2.30 p.m.—New business.
3.00 p.m.—Election of new officers.
3.30 p.m.—Selection of time and place for next convention.

WHAT! HAS THE SMALL TOWN PROBLEM BEEN SOLVED

(Continued from page 29)

in the winter of 1916 they succeeded in reducing the loss to sixty hogs.

The good roads problem we have always with us. If you want to know how quickly and completely the Ottawa-Trenton-Olathe-Ossawatomie-Paola-Iola-Chanute-and-so-on Idea can do away with that question, make a trip to them by automobile.

It isn't theory. It is a living fact. It is being done throughout this awakening country in communities of sinful flesh and blood by men who can lay no claim to special talents in the working of miracles.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886
The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - *President*
H. T. HUNTER - - - - *Vice-President*
H. V. TYRRELL - - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 1313.

UNITED STATES—New York—R. R. Huestis, Room 620, 11 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, JUNE 8, 1917 No 23

EDITORIAL BRIEFS

HERE is another outcropping of the High Cost of Living. Because so many people have followed the oft given advice to eat rice in place of potatoes, rice has advanced in price. In St. Thomas the John Chinamen of the laundry, finding everything going up has dropped into the prevailing fashion and put another cent on the price of a starched collar. It's pretty hard to avoid getting caught by increased prices these days.

* * *

FIVE members of the Aroostook Potato Shippers' Association were found guilty of conspiring to restrain trade in this commodity under the Sherman Act and were fined a total of $3,500. The judge in passing sentence stated that they had not attempted to corner the market, and had organized solely for protection, but in blacklisting certain dealers they had exceeded their powers. The Sherman Act may not sound as imposing as the Order-in-Council, but it gets somewhere.

* * *

THE latest report is that Canada is to have a Food Commission instead of a Food Dictator. The food commission, according to reports, will include a business man, a labor representative, a lawyer, a manufacturer, and a representative of the farming interests. What a harmonious gathering it will be when this little coterie get together to discuss food prices, each from his own angle, of course. If this suggestion has actually been considered, it is another instance of not too profound thinking. People are not liable to be immensely attracted by the idea of A Food Dictator. But a Food Commission is that difficulty accentuated.

EVEN when a city starts into the selling game, all may not yet be well. Chatham is reported to be getting along well, as yet. Kingston, on the other hand, got into the same game. This city brought in a consignment of potatoes with the laudable enough intention of helping production. Other dealers who had been accustomed to supply the needs of the people for potatoes, as well as other things, not unnaturally continued to bring them in. As a result there were rather more potatoes in Kingston than there was really any need for. The city on figuring up the business discovered that on the last 600 bags they had lost the tidy little amount of $700. In all their arguments these civic bodies never contemplate the possibility of loss. It is a salutary lesson.

A WORD TO THE WISE

IN almost every grocery store there is a wastage that is a serious element. It may be charged against the selling price of the goods, in which case of course it is a quite unjustifiable charge. The customer should not be charged for the grocer's neglect. The chances are, however, that this injustice is not done, that the item is merely neglected. In ordinary times this might be described merely as bad business methods, and the matter might be dropped at that. In the present time, however, wastefulness of any kind takes on a more serious complexion. It is a sin against the nation. Every item of preventable waste is something that a man might well blush for. Even if it is charged against himself, the merchant is not free from blame, it is the unnecessary destruction of something that he cannot produce and the country is that much the weaker from the food standpoint.

Now, as never before, has the need for care in handling goods been forcibly brought to the attention of the people. There is, of course, an element of waste that cannot be overcome. In handling perishable goods some waste must occur with even the most careful handling. But to see that this is reduced to the minimum is not only good business but is in the interest of the nation at large.

BRITISH FOOD CONTROLLER RESIGNS

WITH an unvarying record of admirable service to his country during the past seven months, the resignation of Baron Devonport as Food Controller in the Lloyd George Cabinet, owing to ill-health, is an announcement which has been received with universal regret throughout Great Britain.

Since his appointment on December 10, 1916, Baron Devonport had devoted unstinted energy to the solving of the country's food problems, and by the application of his wide knowledge secured through his connection with the wholesale tea trade and the shipping trade, was able to effect the necessary reforms for an efficient control of the food supply situation, without establishing any disorganization among the vast industries of the country.

THE WISDOM OF SELLING NOW

"THE time has come now to tell the retailer everywhere to encourage buying on the part of his customers, rather than to hold stock which he has bought at reasonable figures. At the present time cash in hand is better for the retailer than large stocks. It is time, too, for the retailer to give the consumer a chance as far as possible to buy commodities required for food at prices which are not prohibitive. The retailer should be able to do this. He has for the most part been able to buy very reasonably, and is in a position to make good profits without selling at exorbitant figures. There never was a time when to have money in hand was better business policy than now."

These words were spoken to a CANADIAN GROCER representative by Armand Chaput, a leading wholesaler of Montreal. They are words worthy of the most serious consideration. We have been accustomed to the idea that these are serious times for the merchant, so accustomed to it, in fact, that we have possibly lost sight of the fact that probably the item of greatest seriousness lies in the value of the stock that the grocer is carrying. This value is dependent entirely on the continuance of present conditions, and these conditions cannot last. They may continue for a year or six months or some indefinite period, but some day, the bottom will drop out of these inflated prices, and whether the retailer will weather that storm or not depends entirely on the wisdom with which he has managed his stock. "It is a good time to sell," as Mr. Chaput says, "A good time to sell at a moderate profit." The grocer who does so will reap his reward in a circle of tried friends. "Have money in hand," is indeed good advice. If you have the money you can readily get the goods, but the converse is not always so true.

SPECULATION IN FOODS SHOULD BE BANNED

IN England, where the Food Controller idea has been tried and found effective, they are planning new advances. Kennedy Jones, director of food economy, is authority for the statement that speculators in food will be put under the ban. When this new order goes into effect it will eliminate from dealing in food those not actually engaged in the distribution of it.

This is a wise and far-seeing step and one that any Canadian Food Controller might do well to consider. It is impossible to eliminate the profits of the regular instrumentalities of trade. But it is quite possible to eliminate the man who buys and hoards food until it increases in value and sells it out at a handsome profit. This man serves no useful purpose. He is neither manufacturer, wholesaler or retailer. He is merely a parasite. His activities benefit no one but himself and add nothing to the wealth of the world, or to the ease and expedition with which goods may be handled. This is no time to carry parasites. We might do far worse than follow England's example in seeing that the activities of these men are forbidden.

THE CITY AS A STOREKEEPER

THE city of Chatham has gone into the business of selling certain commodities to the householder. Newspaper reports state that the city's supply was exhausted about as soon as received. Presumably, therefore, the late-comers had to wait while the city went through all the formalities of ordering a new supply. If the retail grocer did business in this manner he could probably sell as cheap as the civic authorities. To clean up a deal entirely before starting another is the very simplest form of doing business. There is no money on accounts, no money in stock, no responsibility of any description. The stock is sold and paid for before another supply is ordered. This system may work well as long as there is a grocery store around the corner for the disappointed ones to turn to till the city replenishes its supply. But if the grocery store were not available how would things appear then?

The great difficulty with all these civic moves to reduce prices is that they start out on a wrong principle. They jump into business, meeting none of the conditions of business that the grocer has to meet. They sell one or two lines and sell them irregularly, they give no credit. Not in any particular do they meet the service given by the humblest grocery store. Even the money risked in the venture is not theirs. It is partly the money of every merchant against whom their efforts are directed. They buy their carload of potatoes or flour or coal or something and feel smugly virtuous because they sell it a few cents cheaper than the grocer. And all the time every one of these bold adventurers in business is depending on some grocer to provide him with the whole of his wants, to be ready at any moment to deliver to his door his daily requirements, and then patiently wait for his money till the middle of the month following, or later. Even the element of risk for the civic speculators is lacking. They know well that the merchants have to keep prices sufficiently high for their protection. It's a rather timid and paltry game these municipalities are playing. Let them get into the game and meet the conditions that face the other merchants of the town. Then they would be at least worthy of respect. But to curry favor by merely underselling the grocer, and so attempt to discredit him by a system of unfair competition is nothing to boast about, and yet many cities besides Chatham are attempting this very thing.

Sidelight on Chatham's Civic Merchandizing

How the Activities of These Gentlemen of the Chatham, Ontario, Council Appear to a Fellow-Citizen Doing Business Without Being Bound by Business Conditions.

THERE has been a good deal of notoriety in the press lately over the efforts of city councils, and other organizations to go into the retail business. Notable among these benefactors has been the Council of the city of Chatham. They have been reported to be giving the people goods at next to nothing. As a matter of fact goods have been sold at prices less than the merchant could sell them, because the goods have been advantageously bought, and they have been so advantageously bought, because they have been procured through wholesalers under special pleas of the necessity of certain individuals. The wholesalers in many cases has foregone his profits after having born all the risk of carrying goods for months. This is in the nature of things only a brief source of supply, and the philanthropic activity in Chatham is rapidly petering out.

In connection with the situation in Chatham we publish the following letter from M. J. Smith a Commission Broker of that City, who is thoroughly conversant with the situation there.

Chatham, Ont.

Dear Sir.—

The merchants and produce men throughout the province, are being attacked by a distressing but not serious epidemic, which might be termed. "Acute Newspaperitis" because it is fostered among newspaper reporters; those clamoring for notoriety or public office, who find expression through the press and those people also who do not know conditions as they are at present, and do not take the trouble to find out.

The parties attacked will no doubt recover, as the only effect it has is to perhaps upset the system, for a time, and cause a little unrest, but when the affair is investigated and gets a little airing, and daylight, the parties affected will get a clean bill of health. The most troublesome of these parasites are those originating among the fellows who are seeking notoriety, public office, or a pull, which might be of use to them in their line of business and allow newspaper reporters to enlarge on what work they may be accomplishing.

We all know that all foodstuffs are dear, and there is no doubt, many people experience a hard time to make ends meet, but we are now living under war conditions, which none of us, have ever before had to contend with. The war and adverse weather conditions have greatly lowered the supply of foodstuffs, which are the chief reasons for the high prices.

But we find the blame being cast by these would-be price-buster clubs on those business men locally, though this is not a local situation, the same condition being found in United States. I am sorry that men, who no doubt started out with good intentions, and have given the public, butter, potatoes and flour at wholesale prices, less a merchant's living and expenses, have neglected to tell the public that they purchased the lowest and cheapest grades of flour and potatoes, and that they were furnished them by local wholesalers at lower prices, by far than they could have obtained them for in any market; under the plea, of wanting to help the fellow that was "up against it," instead of making it appear as though our merchants were overcharging the public. I have no doubt this committee in Chatham have found out, by the hard work they themselves have been through during the last few days that such an assertion is a serious mistake.

The local committee have given the public, some real bargains and a lot of hard labor, but I would like to see them publicly remove the placards such as "Public Robbers." "High Cost of Living Artists," etc., which they have allowed the press to hang on every grocers' place of business.

M. J. Smith.

WHAT ABOUT THE RESALE PRICE

(Continued from page 26)

the consumer, however presents a different standpoint to the merchant. Mr. Rogers gives vent to a rather pessimistic strain in this regard. "You could never stop price-cutting among dealers," he states. Perhaps there is some hint of justification for this view also.

Mr. Rogers also points out some of the practical difficulties in the way of set prices. The very setting of a price at present, he believes, would involve great difficulties owing to the fluctuation in prices. Then, again, some dealers have to get a higher profit from their goods because their cost of doing business is higher. In any event, you couldn't stop price-cutting, he states. "A large percentage of goods now that have a set price, he charges, are sold far below the manufacturer's price."

John W. Paisley, Cedar Springs, Ont., is another who believes that the setting of a price to the retailer would be of benefit in keeping the small merchant on a level with the mail order house. It would, too, he thinks, do away with cut prices, but he does not favor any set price to the consumer.

Here are one or two ideas from a letter from R. H. Harwood, Elm Creek, Man:—"I am not in favor of the manufacturer setting a price on his goods to the retailer, but he should set a price to the wholesaler, and refuse to sell to mail order houses on the ground that they are retailers. In many cases the mail order house gets the same price as the wholesaler, hence they advertise their goods to retail at the same price, and in some instances less, than the retailer has to pay.

"As stated above, if the price on shredded wheat is set by the manufacturer to the wholesaler, and the mail order house must necessarily buy from the wholesaler, most certainly it will work out to the retailer's advantage.

"I cannot say that a set price to the retailer always works out to his advantage, for the reason that he may have it on his shelves and be unable to compete with the mail order house by cutting the price where necessary."

Having arrived this far in the discussion, we find that we have arrived nowhere in particular. The only thing that is clearly manifest is that there are two very distinct viewpoints on this subject.

In many of the letters it is evident that stress is laid on the items of a fair profit, reasonable chances of competition, and the best protection against the retailer who buys in wholesale quantities. With these points in mind the contributors have made a telling case from both sides of the question. We have no intention of laying the stress on either side of the argument. It is plain enough that there are good reasons for either viewpoint, and we believe that a very effective statement of both sides of the case has been here presented that may help to clarify the opinions of others, and make them able to consider this question, of so much moment to the retailer, in a thoroughly intelligent manner, and arrive at some definite conclusion on the matter on the basis of his own belief in the merits of the various arguments adduced.

DEATH OF GUS SCHLUETER

Oldest Established Canadian Grocery Loses Representative of Family Which Inaugurated It at Preston.

Special significance is attached to the passing of Gus A. Schlueter, familiar figure in the grocery trade in Preston, Ont., and neighboring district, owing to the fact that the business as carried on by the Schlueters has been in existence for the past sixty-five years, having been established in 1852. Deceased died in his forty-third year, after having been brought up in the business of his father, the late Wm. C. Schlueter, until his demise, after which he was associated with his brother, William J., in the management of the business for the estate. Seven years ago, upon the retirement of his brother, he took over the business from the estate and was assisted by his late brother Emiel, until his death several months ago, after which he had associated with him his brother, John C., of New Albany, Kentucky, and Mr. A. Kreig, who had been associated with the store for the past twelve years. It is expected that one of the brothers of the deceased will continue the business which is claimed to be the oldest established in Canada.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

Hurley & Bennett, general store merchants, of Cross Creek, N.B., have dissolved.

Thos. Gorman, Ltd., wholesale grocers, have obtained a provincial charter at St. John.

John C. McGillivray has resumed his former position as representative for Imperial Tobacco Co., New Glasgow, N.S.

Mrs. E. G. Philps, groceries and meats, of St. John, N.B., has sold to E. R. & H. C. Robertson.

The announcement that impending tariff changes in the United States may mean the imposition of a heavy duty on lobsters, which have been on the free list, has caused some uneasiness among the dealers. It is felt, however, that the demand is strong enough to stand the duty.

Mrs. Elizabeth T. Gorman and Kathleen M. Gorman, of St. John, N.B., have been incorporated under the name of Thomas Gorman, Limited, with capital stock of $24,900, and office at St. John, to continue the wholesale grocery business formerly carried on by the late Thomas Gorman, on South Wharf.

H. B. Short, general manager of the Maritime Fish Corporation, commenting on the increased demand for fish, said this week that they are finding the demand, which formerly was lumped almost entirely for the Friday trade, is now spreading over every day in the week, as its use is becoming more general.

Jones & Schofield, wholesale grocers, St. John, have taken practical steps to aid in food production and assist their employees. They placed at their disposal a fine farm, with the ground ready prepared, and supplied horses and teams for the preliminary work. The members of the staff have taken hold vigorously and are undertaking general farming and poultry raising in their spare time.

Quebec

W. Archambault, grocer, of Montreal, is selling out.

Dionne & Perrin, grocers, of Montreal, have registered partnership.

A. Lacombe, grocer, of Fabre, Que., has been succeeded by A. Roberge.

M. Boyce & Son, of Quebec, liquors and groceries, suffered recent loss by fire.

Octave Brochu, wholesale fruits and produce merchant, of Quebec, is selling out.

A. R. Bilodeau is now installed in his new store at 1329 Papineau Street, Montreal.

H. Briere, general store merchant of Kiamika, has been succeeded by A. S. Poirier.

J. A. La Chapelle has moved into his new store corner of St. Hubert and Rachel Streets, Montreal.

Mr. Sangster, of Sangster & McQuaig, Bainsville, Ont., was a business visitor to Montreal this week.

John De Lisle has moved into new premises at 131 St. Margaret Street, Montreal, with a full line of groceries.

R. Neilson, assistant secretary of the Lake of the Woods Milling Co., Montreal, is in New York on business this week.

Black & White, tea and coffee merchants, of Montreal, have dissolved, P. C. Spindle continuing under same name.

R. Mettayer has opened a new grocery store at No. 100, 11th Ave., Lachine, Quebec, with a big assortment of groceries.

Stanley Market, Ltd., has been incorporated at Montreal with a capital of $20,000 to deal in live stock, dairy supplies and all classes of foodstuffs.

Themelis Bros. Company, Ltd., has been incorporated at Montreal with a capital stock of $10,000, to carry on the business of tobacco manufacturers.

John Robertson, well known retail grocer of Montreal, is dead. Deceased had been in business since 1870, founding the firm of John Robertson & Son.

T. H. Lightbound, of the St. Lawrence Sugar Co.'s staff, has returned to the city after a brief holiday following the recent considerable rush of business experienced by the sugar refinery.

Mr. C. DeW. DeMar, representing Granger & Co., of Buffalo, N.Y., packers of "Royal Blend" coffee, was in Montreal this week, and while here made his headquarters with C. B. Hart, broker, local agent for this firm. Mr. DeMar left for a business trip in the Maritime Provinces.

A. A. Ayer, president of A. A. Ayer & Co., Ltd., Montreal, expresses the view that before long a food controller for the Dominion will do valuable work under present abnormal conditions. In regard to cheese in particular Mr. Ayer believes that the elimination of the competitive element as to prices will be of advantage, provided fair price standards are the rule.

By the death of John Robertson, veteran retail grocer of John Robertson & Son, St. Catharine St., Montreal, the trade in Montreal loses a well known figure. Mr. Robertson passed away at his home, 314 Grosvenor Avenue, after a period of gradually failing health. He was 75 years of age, and had founded the business bearing his name. He took an active part in business and social life and was a past president of the Caledonia Curling Club and Caledonia Society. A widow and two sons survive.

Ontario

C. Stratton, grocer, of Ottawa, has sold out.

L. O. Pearson, St. Thomas, suffered recent fire loss.

M. O'Hara, grocer, of Wiarton, is retiring from business.

John Clarke, grocer, of Stayner, suffered recent fire loss.

H. J. Spottiswood, grocer, of Toronto, has sold to C. Wilson.

W. S. Samson & Sons, grocers, of Windsor, have been registered.

Winnifred Stewart, grocer, of Toronto, has sold to James A. Moore.

Thos. Baker, pioneer in the general store business in Ayr, Ont., is dead.

Erb & Weber, of Waterloo, have sold their grocery business to A. Reihm.

R. W. Lindsay, grocer, of Wingham, is selling out and moving to Regina, Sask.

A Teeft and D. Taman are commencing in the grocery business at Fort William.

W. A. Black, president of Ogilvie Flour Mills, Ltd., was a recent visitor to Fort William.

T. H. Gillespie, Fort William manager of Matthews-Blackwell Company, is visiting Chicago.

Ex-Alderman George B. Elliott, who for fifteen years conducted a grocery business in Galt, Ont., is dead.

J. S. Cotton, Fort William manager of McLaren Brothers, has returned to his home in Port Arthur from a trip West.

The fire adjuster's report on the Quaker Oats plant at Peterboro, valued at $2.228,446, placed fire loss at $1,852,218

The St. Thomas grocers will close their stores, Wednesday afternoons during May, June, July, August, and September.

Canadian Cereal Milling Company is preparing for opening their oat mill at Tillsonburg, whose capacity is 500 barrels a day.

Pte. C. F. Baker, formerly an employee of the A. MacDonald Wholesale Grocery Co., Fort William, has been killed in action.

Richard H. Hobbs, well known grocer of Oshawa and district, is dead. Deceased was in his 88th year, having come to Canada 74 years ago.

Mr. J. Tye, formerly H. N. Bate & Sons, will shortly start in the old stand of Geo. Hopper, cor. Third avenue and O'Connor street, Ottawa.

Mr. C. Stratton, grocer, 99 Lyon street, Ottawa, has sold out to Mr. J. J. Casey, who for many years was traveler for F. J. Castles & Co., Ltd.

Peerless Cereals Mills, Ltd., has been incorporated at Woodstock, Ont., with a capital of $100,000 to take over the Archibald Cereal Mills Company.

Slate River Valley Association, Ltd., has been incorporated at Slate River Valley, Ont., to produce and sell milk and

milk products, meat and farm produce.

Sugar Products Ltd., has been incorporated at Peterboro, Ont., with a capital of $50,000 to manufacture candies, jams, confectionery, sugar syrups, milk products, etc.

Borden's Farm Products Company, Ltd., has been incorporated at Toronto, with a capital stock of $275,000, to carry on a wholesale business in milk and dairy products.

L. W. Hambly, after twenty years' service with Scandrett Bros., wholesale grocers of London, Ont., has resigned to become a member of the firm of Harding Co., wholesale grocers, of St. Thomas.

H. L. Charlton, grocer, Aylmer, Ont., has added a fresh meat department to his store. The grocers of Aylmer will close their stores at 12 o'clock noon on Wednesdays during June, July, and August.

Charleville Cheese and Butter Co., Ltd., has been incorporated with a capital of $3,000 to manufacture and sell cheese and butter and other dairy products. The head office of the company is at Damville, Ont.

Walter Farley, formerly of St. Thomas has been elected vice-president and general manager of the Charters-Fanning Co., Ltd., one of the largest produce concerns in the United States. His headquarters is at Chicago.

Graham Company, Ltd., Belleville, Ont., are reconstructing their plant. The new buildings will be fireproof and modern, and include a modern chemical cold storage plant thoroughly cork insulated and of reinforced concrete.

The employees of Scandrett Bros., London, Ont., presented Mr. Louis Hambly with a handsome traveling bag, on the occasion of his leaving the firm, after twenty years of faithful service. The firm and employees wished him success in his new field. Mr. Hambly has taken an interest in the Harding Wholesale Grocery Company, St. Thomas, Ont.

Thomas H. Janes, formerly in the grocery business in South London, and Albert Tripp, for many years bookkeeper for Edward Adams & Co., wholesale grocers, have bought the grocery business of F. F. Smith, corner of Craig street and Wortley road, South London. The firm name is T. H. Janes & Co. The firm have put in new Walker's bin counters and fixtures.

Western Provinces

R. C. Ross, grocer, of Cluny, Alta., is discontinuing.

Mrs. L. C. Powell, grocer of Brandon, Man., is selling out.

Stanley's Grocery of Winnipeg, Man., has been registered.

M. C. Wylie, grocer, of Saskatoon, Sask., has sold out.

Merchants' Supply Co., Ltd., has been incorporated at Winnipeg.

Jas Stuart, grocer, of Edmonton, Alta., has sold to R. Angerer.

Thos. Labey, grocer, of South Vancouver, B.C., is discontinuing.

F. W. Lasby, confectioner of Woodnow, Sask., has sold out.

R. Williamson, grocer, of Medicine Hat, Alta., is discontinuing.

Richards Grocery, Swift Current, Sask., is changing premises.

O. L. Loraas, general store merchant of Vanscoy, Sask., suffered fire loss.

Sanders Bros., Ltd., grocers, of Hawarden, Sask., are going out of business.

The elevator of the Pioneer Grain Co., Ltd., at Admiral, Sask., was destroyed by fire.

J. J. Sanders, general store merchant of Vanscoy, Sask., suffered fire loss recently.

Armstrong Trading Co., Ltd., of Portage la Prairie, Man., have changed their head office to Winnipeg.

E. J. Evans, general store merchant of Fillmore, Sask., has been succeeded by Fillmore General Supply Co.

Messrs. Finklestein and Levene have taken over the general store business of Lyons Bros., of Rosthern, Sask.

G. W. Griffiths & Co., Ltd., manufacturers' agents, have moved from 140 Princess St., to Chambers of Commerce, Winnipeg.

Terminal Grain Co., Ltd., has been incorporated at Winnipeg, Man., to deal in produce, cereals, and grains. The capital stock of the company is $100,000.

H. P. Pennock & Co., Winnipeg, are now supplying the trade of Western Canada with Maple Leaf Dirt Chaser, which is made by the B. & L. Mfg. Co., Ltd., Sherbrooke, Que.

A proposal to erect a factory for preserves, pickles, and jams, costing about $10,000, at Edmonds, B.C., is indicated by a request addressed to the town authorities for a loan of funds.

British Government is importing potatoes and other vegetables from New Westminster, B.C., and shipping them in packages for use of the troops in Mesopotamia. They are also importing oatmeal packed in tins.

George Adam, of George Adam & Co., grocery broker, Chambers of Commerce, Winnipeg, has been in hospital for the past week. Mr. Adam has been in ill health for a couple of weeks but latest advices are to the effect that he is doing as well as can be expected.

H. P. Pennock, of H. P. Pennock & Co., Winnipeg, who has just returned from Eastern Canada, reports that the Canada Salt Co., Windsor, Ont., whom he represents in Western Canada, have made an extensive addition to their plant, which increases their capacity for turning out Windsor and Regal salt.

H. P. Pennock, head of the H. P. Pennock & Co., Ltd., Winnipeg, has returned from an extensive trip through Eastern Canada. He expressed surprise that vegetation in Eastern Canada was not further advanced than in Western Canada. Everybody he met in the east told him that business was never better, the only difficulty was in securing supplies. However, several firms told him that they were catching up with the increased demand resulting from their large export business.

Letters to the Editor

June 1st, 1917.

The Canadian Grocer,
143 University Ave.,
Toronto.

Gentlemen.—

Your paper reached my desk this morning, and as usual I looked over the part that interests us the most.

Let me protest against the Montreal Cereal report appearing on page 45. I contend the following sentence is misleading and harmful to part of your clientele. You say as follows: "Most of the package cereals are at steady figures as last weeks, and in fair demand, the fact being that package rolled oats for instance offers better value cent for cent than bulk goods and many retailers are recommending them."

If I had not so many pleasant dealings with your paper and knew that your policy is absolutely neutral, I might be tempted to think you were playing the package concerns as "favorites."

Surely at this time, no one can talk thrift and economy and at the same time boost package goods of any description. Taking to-day's price of $4.50 a case of 20's for package oats, it means the retailer pays 22½c for a 3½ lb. package or virtually 6½c a pound, whereas at $4.50 for a 90 lb. bag he pays 5c a pound, making a difference of 1½c per lb. in favor of the bulk goods. The consumer should get the benefit of this.

Some may contend that the retailer has no shrinkage on package goods, as he has on the bulk goods in hot weather, this is easily overcome. If the other millers do the same as we do they advocate small orders in place of loading the merchant up. I contend a sale is not made simply because the merchant has loaded up his warehouse with goods. No sale is completed until the goods are consumed in the home. This is the policy we instil into our salesmen.

Every merchant has a limited field and patronage. He can use only so many goods in the year. Is it not better to sell him four or six times a year and have fresh crisp goods going to the consumer than sell him once or twice a year and let stale goods enter the home?

The greatest curse any retailer has to contend with is "the free deal and quantity price" offers, which after all are only a myth. The majority of retailers are beginning to recognize these free deals, instead of meaning lower prices, actually increase the cost.

Is it not ridiculous to advocate economy if we do not practise it?

Yours very truly,

The Chisholm Milling Co., Ltd.

WJB K

W. J. Baker
Sales Promotion Manager.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FLOUR was again on the downward trend during the week, a decline of 50c per barrel having been recorded in Manitoba first patents. Ontario winter wheat flour showed a similar downward tendency for the most part, but in some instances was quoted even higher than Manitoba flour. Sugar held in steady position during the week with demand still light. Encouraging reports continue to come forward of the way production is mounting in raw sugar in Cuba. There are a larger number of sugar factories grinding than there were at the same time last year. If the rainy season holds off a while longer there is every possibility that the production of raw sugar will be fairly heavy.

All dairy products were in easier tone. Production of butter is heavier under the stimulus given by plenty of grass feed to the milk producers. Production of eggs is also greater and there was a tendency to lower prices. Cheese was quoted down. During the week the purchasing commission for the British Government named the price they would pay for Canadian cheese at 21¾c per pound. Commission men take it for granted that this price will establish the basis at which the factories will sell their product. In some quarters lower prices prevailed.

Advances have been recorded in numerous soap lines, including laundry soap, washing powders and soap chips. Baking powder, soda and yeast have been altered upward. Rices are quite generally quoted at higher levels. Teas were quieter under the stimulus of recent arrivals, but the situation has not changed materially. Business in wholesale grocery lines was slower during the week than it has been for several months past.

QUEBEC MARKETS

MONTREAL, June 5.—Beans seem to have usurped the place of flour in firmness of market recently—at least where comment was formerly made as to the firmness of flour, attention is diverted to the scarcity and firmness of beans. Flour is easier, but may have reached its lowest, and may be in for refreshed demand and possibly advancing prices again. Soaps are again up, but since retailers have been willing to take smaller orders from the manufacturers, the factories are gradually getting into better shape to handle the production required. The tea situation is unchanged. New Japans are reported to be on the way here, and prices run about 3 cents a pound higher than this time last year. Demand for canned beans is active. Dried fruits are rather in the doldrums. Spices are firm. Fish prices are easier. Fruit and vegetables, and also provisions including eggs butter, cheese etc. show the effects of the season variously, pork products being still firm, and cheese affected by the situation in Britain. Business in general is reported good.

Soaps Firmer Again; Various Advances

Montreal.

VARIOUS LINES.—Soaps are again showing the stronger tone due to the difficulties besetting manufacture. All the standard lines are up again by 25 cents a case, making the general price now $5.75 per case. Borax is advanced by one firm to 15 cents a pound an advance of 3 cents. Fels Naptha soap has advanced 50 cents a case. Coarse salt is up ten cents a bag to $1.35. Salad oil (refined cotton seed oil) is now worth $2.10 to $2.25 per gallon for the highest quality. Cotton twine is up one cent a pound making three ply 42 cents a lb, and 4 ply 43-44 cents a lb. Jelly powders are at 95 cents a dozen for the most part, but the market is irregular still on these, and Jello is 90 cents a dozen.

Sugar Quiet, But Rather Firm Tone

Montreal.

SUGAR.—There is still a period of quiet as regards sugar. Some refiners are anticipating a renewal of eager demand for sugar as the preserving season approaches, but this has not been very strongly indicated as yet. Reports from Cuba have been uneventful. Supplies have been coming along fairly well, and the refineries while busy enough have partly recovered from the recent big strain laid upon their powers of production. There is a reviving tendency as regards best sugar (Canadian produce) noted at present, and it is probable that more of this will be used in the Dominion. Crop reports in relation to this sugar are good at present. The sugar outlook generally is regarded as steady with tendency towards firmness which may develop into strength.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 35
Acadia Sugar Refinery, extra granulated	8 35
Canada Sugar Refinery, extra granulated.	8 35
Dominion Sugar Co., Ltd., crystal granulated	8 35
Special icing, barrels	8 55
Diamond icing	8 55
Yellow, No. 1	7 95
Dark yellow	7 85
Powdered, barrels	8 45
Paris lumps, barrels	8 95
Paris lumps (boxes), 100 lbs.	9 05
Crystal diamonds, barrels	8 95
Crystal diamonds (boxes 100 lbs.)	9 05
Assorted tea cubes, boxes	8 95
Cut loaf (50-lb. boxes)	9 20
Cut loaf (25-lb. boxes)	9 40

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Show Some Few Changes

Montreal.

CANNED GOODS.—There is no alteration of note as regards canned goods this week. Canadian sardines have shown the most activity as to price changes. Those which opened at from $5.25 to $6 have been advanced to meet market situation to $6 and $6.25 per case of one hundred quarter tins. Cost of tinplate for the containers is largely responsible for advance in lines of canned goods. There is a great deal of new firmness in the market for canned beans and pork and beans. Canned Refugee beans have been advanced in one quarter to $1.60 per dozen, and canned Golden Wax beans (scarce) are in another quarter advanced to the $1.60 figure also.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	....	2 00
Chums, 1-lb. talls	....	1 45
Pinks, 1-lb. talls	1 75	1 80
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 00	6 25
Canned Vegetables—		
Tomatoes, 3s	....	2 30
Tomatoes, U.S. pack	....	2 25
Tomatoes, 2½s	....	2 20
Peas, standards	....	1 35
Peas, Early June	....	1 45
Beans, golden wax	....	1 60
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	....	2 00
Corn (on cob, gal. cans, doz.	....	8 50
Red raspberries, 2s	....	2 25
Red cherries, 2s	....	2 25
Strawberries, 2s	....	2 50
Blueberries, 2s, doz.	1 20	1 25
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 [illegible]
Pumpkins (gallon), doz.	....	6 00
Apples (gallon)	3 75	4 00

Dried Fruits Quiet; Situation Steady

Montreal.

DRIED FRUITS.—The situation as regards dried fruits is very uneventful at present. Matters are in fact at a standstill. Prices for prunes and raisins are in abeyance, and the prospects are for high figures. Crop news is also quiet for the time being. It is still early for definite facts regarding expected production. An importer of Greek currants in Montreal expects to get a ship through, and is optimistic in spite of the fact that everything is so utterly irregular as compared with former experience, and that one shipload has already been lost. There is really no counting on Greek currants this season. Good fortune may send some to help out supplies from other quarters. Currants are bound to be high priced anyway. Demand for dried fruits is normal and steady. As mentioned last week in another section of this report, there is a chance that British candied peels may be absent this season from Canadian Christmas tables.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	....	0 13
Apples, choice winter, 50-lb. bxs.	0 13	0 13½
Apricots—		
Choice, 25's, faced, new crop..	.....	0 28
Nectarines, choice	....	0 11½
Peaches, choice	....	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	....	0 32
Lemon	....	0 24
Orange	....	0 27
Currants—		
Filiatras, fine, loose, new.....	0 21	0 22
Filiatras, packages, new, lb....	0 21	0 22
(In the present condition of market prices are considered merely nominal.)		currant
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	....	0 12½
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 13
Excelsior	....	0 11½
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 8 oz., doz	....	0 95
Cal. bricks, 10 oz., doz	....	1 20
Cal. bricks, 16 oz., doz	....	1 40
Cal. layers, 10 lb., 5 rows, box.	....	1 60
Cal. fancy, table, 10 lbs	....	1 60
Figs—		
Spanish (new), mats, per mat.	....	2 40
Comadore (Portugal), per mat 33 lbs.	....	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	0 12	0 13½
90 to 100, in 25-lb. boxes, faced	....	0 11
Prunes (Oregon)—		
30s	....	0 13
40-50s	....	0 12½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.00; 4-crown cluster, $3.50; 6-crown	....	3 75
Muscatels, loose, 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb...	....	0 11
Muscatels, 4-crown, lb	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs	....	0 12½
Choice seeded, 16 oz. pkgs	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses In For A Further Advance

Montreal.

MOLASSES AND SYRUPS.—Further advances in molasses prices are almost inevitable. These goods have already advanced by two cents a gallon in the primary market from where supplies have been with difficulty, delays, and risks, coming forward intermittently. It is reported in Montreal that sales have been made in primary market at 67 cents, which is the price to-day for choice molasses in puncheons in Montreal. This figure was for molasses landed in Montreal with extra duty and extra freight advances over the actual rate from St. John to Montreal care of the buyers. Corn and cane syrups were not advanced this week, but in firm, steady market.

	Prices for Fancy, Island of	Choice, Montreal
Barbadoes Molasses—		
Puncheons	0 72	0 67
Barrels	0 75	0 69
Half barrels	0 77	0 72

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case	4 80
Barrels, per 100 lbs	6 50
Half barrels, per 100 lbs	7 00

Nut Supplies Scarce To The Importer

Montreal.

NUTS.—In spite of the fact that the importers are being asked to pay higher and higher prices for such consignments of nuts as can be secured at all, and that wholesalers are also having to pay more and more for their supplies from the importers (when the wholesaler is not himself importing direct) prices for most of the nuts in general demand are not greatly affected as yet. Peanuts have, however, risen in one quarter this week, and are being sold to the retailer at from 16½ to 17 cents for Bon Ton and Jumbos. Shelled walnuts and almonds are higher to the importer, and every variety of nut is likely to be found firmer in price as the season goes on. There are no arrivals this week, though cargoes are hoped for—not definitely expected.

Almonds (Tara), per lb	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	....	0 70
Brazil nuts (1916 crop), lb	0 20	0 21
Brazil nuts (new)	0 18	0 20
Filberts (Sicily), per lb	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 16½	0 17
Peanuts (coon), per lb.	0 13½	0 14
Peanuts (Jumbo), per lb.	0 16½	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 18½
Walnuts (shelled)	0 50	0 52
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1	....	0 24
Cocoanuts, 100 size, per sack	....	7 50

Bean Supplies From Michigan Help Out

Montreal.

BEANS.—Remarks are heard far and wide as to the tremendous scarcity of beans, and hopes are as widely expressed that there will be much greater production this year in Quebec province. The province was in former years famous for bean production, and is likely to be so again this year if reports of seeding for bean crops are not exaggerated. The high prices of beans have helped. One firm of wholesalers has this week imported from Michigan several carloads of beans, the most early approaching to Canadian beans in quality that can be had. These will sell to the retailer at from 19 to 20 cents a pound. They are described as choice prime pea beans, equal to 3-lb. pickers (Canadian), which are to-day worth $10.50 a bushel if obtainable at all.

Beans—		
Canadian 3-lb. pickers, per bu.	....	10 50
Canadian 5-lb. pickers	7 90	8 50
Yellow Eyes, per lb	0 15	0 15½
Lima, per lb.	....	0 20
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb....	0 15½	0 16
South American	....	5 70
Peas, white soup, per bush	....	4 50
Peas, split, new crop, bag 98 lbs.	10 00	10 10
Barley (pot), per bag 98 lbs....	6 00	7 25
Barley, pearl, per bag 98 lbs....	7 50	8 00

Rice And Tapioca Steadily Firm Toned

Montreal.

RICE AND TAPIOCA.—There is a good deal of steadily maintained strength in the rice market at present, with demand good, and prospects more towards further advances than towards any falling off in prices. Some of the Patnas have been hard to get of late and prices have lost the lower figure since last quotations. Tapioca grows increasingly scarce, and the outlook as to this product is very firm indeed. It is impossible to guarantee supplies owing to ship shortages, and the British demand for this form of foodstuff is likely to mean that what ships are available to carry tapioca in their cargoes will voyage Britain-wards. Prices show every firmness. Pearl tapioca is priced the same as the ordinary grade. Both kinds are scarcer.

"Texas" Carolina, per 100 lbs...	....	9 90
Patna (fancy)	....	10 15
Real Carolina, per 100 lbs	11 00	11 50
Patna (good)	....	9 40
Siam, No. 2	....	9 15
Siam (fancy)	....	8 40
Tapioca, per lb.	0 14	0 15
Tapioca (Pearl)	....	0 14

Coffee Still Quiet; Cocoa Is Firmer

Montreal.

COFFEE, COCOA.—Nothing has occurred to disturb the placid trend of the coffee market in Montreal and district. There is good average demand, indeed increasing demand according to reports from wholesalers and coffee merchants, but the main tendency of market is quite steady. New York fluctuations have been too slight to affect local trade. Cocoa is firmer in general tone. Especially is this the case as to cocoa in tins. Where the small tins used to cost 90 cents a dozen, they are now $1.00 a dozen. As will be remembered CANADIAN GROCER indicated the coming firmness of market in cocoa some time ago, and it may be expected that further firm-

ness will develop in all probability though cocoa is a commodity usually very little disturbed by market changes.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, ib.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Mysterious Millions Of Pounds Of Tea

Montreal.

TEA.—In small consignments, and in quality very different from formerly accepted grades and standards a little black tea has been reaching the markets. It has been bought at prices higher by far than would have been paid for such teas in normal times, and would sell to the retailer at from 43 to 44 cents a pound. There have been wild rumors in circulation for a week or so to the effect that someone is bringing along five million dollars' worth of tea to Canada by some undescribed route. Tea merchants take the rumor with a grain of salt, for there is little likelihood of any large amount of tea being in the neighborhood of Canada without clear knowledge existing as to its ownership and the prices at which it may be purchased. Great firmness and strength of market maintain as regards all teas, including Japans, at present. Buyers for all the great tea houses are now in Japan and China actively engaged.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spices Very Firm In Local Markets

Montreal.

SPICES.—From New York come reports of a slight lull in the excited conditions which have beset the markets for all kinds of spices of late, but the market locally continues exceedingly firm, and alterations in prices for spices will be more frequent in future it is thought as supplies dwindle, and it becomes necessary to draw on stocks purchased at the much higher rates of recent days. Prospects in peppers are that the phenomenal market condition in which black and white peppers have had the same value may gradually correct itself. Cloves are likely to be high and scarce. Cassias are steady. Gingers are scarce, though Jap ginger is a shade easier. Seeds and herbs are active but not widely so. The cost of tin containers is bearing more and more sharply on the markets.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 35	0 40
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	....	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Vegetables Easier; Oranges Shade Up

Montreal.

FRUIT AND VEGETABLES.—Oranges are firmer in market this week, navels being quoted at $4.00 a case. Pineapples are also higher in price at $3.50 per crate, which was the high quotation of last week. Watermelons and strawberries are easier, the market being active in strawberries, but watermelons so far not representing any wide movement. In vegetables there have been some minor reductions due to seasonable conditions of supply, but potatoes keep steadily firm. Rhubarb is coming forward more plentifully for local crop, and United States rhubarb is off the market. Tomatoes are easier in price at $4.00, new cabbage is down a dollar per crate, and cucumbers are down to $3.50 per crate, and moving well. Curly lettuce is also down a dollar a box, and greentop celery is now at $4.00 a crate. New carrots are quoted at $1.00 per dozen bunches, and Jerusalem artichokes have arrived at $1.25 a bag.

Bananas (fancy large), bunch	2 75	3 00
Oranges—		
Navels, per box	....	4 00
Floridas	....	5 00
Valencia, ordinary and large	4 25	5 00
Grape fruit	3 00	4 00
Lemons	3 00	3 25
Pineapples, Cuban, crate	....	3 50
Watermelons (U.S.) each	0 50	0 75
Apples—	No. 1	No. 2
Russets	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches	3 00	4 00
Celery, greentop, per crate	....	4 00
Celery (U.S. washed), doz.	....	1 25
Onions, Bermuda, crate 50 lbs.	....	3 25
Onions, Texas (crystal wax), crate 50 lbs.	....	3 25
Texas onions (red), crate	....	3 25
Onions, Australian, sack 100 lbs.	....	7 50
White onions, per bag (100 lbs.)	....	6 00
Potatoes, per bag (80 lbs.)	....	4 00
Potatoes (new), per hamper	....	4 00
Potatoes (new), per bbl.	....	12 00
Potatoes (red)	....	3 75
Potatoes (sweet), per hamper	....	4 00
Carrots, per bag	....	4 00
Carrots (new), doz. bunches	....	1 00
Beets, per bag	....	2 00
Beets (new), doz. bunches	....	1 25
Parsnips	....	1 50
Peas (new), per hamper	....	3 00
Turnips	....	2 50
Lettuce, curly, per box	....	2 00
Lettuce, Romaine, doz.	....	1 00
Lettuce, Boston, box of 2 doz.	....	2 50
Tomatoes (Florida), per crate	....	4 00
Horse radish, per lb.	....	0 25
Cabbage (new), New York, crate	....	6 50
Cauliflowers (doz.)	3 50	4 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	3 25	4 00
Beans, U.S., green, basket	3 25	4 50
Leeks, per doz. bunches	....	2 50
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	4.00
Rhubarb, per doz.	0 25	0 40
Eggplant, per crate	6 50	7 00
Cauliflower, crate	....	4 00
Garlic (Venetian), lb.	....	0 10
Endive (Canadian), lb.	....	0 25
Strawberries (Louisiana), pints	....	0 12
Strawberries (quarts)	....	0 20
Cucumbers (Fla.), basket	....	3 50
Artichokes (Jerusalem), bag	....	1 25

Fish Prices Show Easier Tendency

Montreal.

FISH.—Last week was a record week for fish as the turnover in this line of foodstuffs was exceptionally large, due to the effect of three Fast Days. It is evident also, however, that consumers are taking advantage of the comparatively low prices at which fish is obtainable as compared with meat foods. Fish is at present certainly selling from 50 to 75 per cent. cheaper in comparison. Good supplies of all kinds of fish have been marketed, and as a rule prices are comparatively low. Gaspe salmon is coming in more plentifully, and prices have dropped considerably during the past few days. Lobsters are also more abundant than had been expected, and prices for these are very low. Lake fish also is more plentiful, and prices are a trifle easier. Demand for pickled and salt fish is improving, particularly for pickled salmon and trout, The market is comparatively sold out of pickled herring. Prepared, boneless, and dressed codfish are all in very good demand with prices firm. Oysters, both in the shell and in bulk are in fairly good demand and at steady prices.

SMOKED FISH		
Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes	....	0 85
Smoked boneless herring, 10-lb. box	....	1 40
Smoked eels	....	0 12
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.		$10 00
Salmon (Labrador), per bbl.		20 00
Salmon (B.C. Red)		17 00
Sea Trout, red and pale, per bbl.		15 00
Green Cod, No. 1, per bbl.		14 00
Mackerel, No. 1, per bbl.		22 00
Codfish (Skinless), 100-lb. box		10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 10
Codfish, Shredded, 12-lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.		0 20
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		3 00
FRESH FROZEN SEA FISH.		
Halibut	18	19
Haddock, fancy, express, lb.	..	06
Mackerel (med.), each		20
Mackerel (large), each		25
Cod steak, fancy, lb.		8
Salmon, Western	15	— 16
Salmon, Gaspe	18	—20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 11	0 15
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.	....	12 00
Malpeque Shell Oyst. (ord.), bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	12 00
Clams (med.), per bbl.	....	8 00
FRESH FISH		
Haddock	0 06	0 07
Steak Cod	0 07	0 08
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore	0 14	0 15

Lake trout	0 14	0 15
Pike	0 10	0 11
B.C. Salmon	0 22	0 23
Gaspereaux, each	....	0 03
Western Halibut	0 17	0 18
Eastern Halibut	0 15	0 17
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 10	0 15
Flounders	0 06	0 07
Perch	..	0 09
Bullheads	....	0 12
hitefish	..	0 14

ONTARIO MARKETS

TORONTO, June 6.—There were numerous advances in grocery lines during the week but generally speaking there was an easier feeling in the face of quieter business conditions. The situation has not developed through the assurance of any better supplies as wholesalers generally state that there is not very much light ahead for supplies to take care of the needs of people. While there is not expected to be famine conditions by any means still it is anticipated that there will be a curtailment in many lines and that people will have to be satisfied with less of a variety in their diet and confine their eating to the plain essentials for living. There has been a cessation of buying on the part of retailers during the past week or ten days, the volume of trade not being as large as it has been during recent weeks.

Reports On Sugar Crop Encouraging

Toronto.

SUGAR.—Reports coming from the Island of Cuba on the sugar crop continue to be very favorable. Up to May 26 the production for the entire island was 2,457,760 tons as compared with 2,684,803 tons at the corresponding date last year. During the week past 26 centrals finished grinding which leaves an estimated number still grinding of 115 as compared with 42 last year at this time. The difference in the number of centrals now grinding accounts for the increased production at this time of the year, as it is now running far ahead of this same season last year. The production has even exceeded that of 1915 up to the present date, when up to May 26, it was 2,145,092 tons. The sugar crop in that year was 2,592,667 tons. Furthermore weather during the past week continued favorable, there being scattered rains in some parts. There was a slightly firmer tendency to the raw sugar market during the week, due to the steady demand for Cuban raws for various European and South American countries. For the New York market there was very little June sugars offered and prices held steadily firm at 5.96c duty paid. In the local market the demand is quiet and prices are unchanged, although it is expected there will be bigger consumption now that the fruit preserving season is starting.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 49
Acadia Sugar Refinery, extra granulated	8 49
Canada Sugar Refinery, extra granulated	8 49
Dominion Sugar Refinery, extra granulat'd	8 40
Yellow, No. 1	8 09
Special icing, barrel	8 69
Powdered, barrels	8 69
Paris lumps, barrels	9 09
Assorted tea cubes, boxes	9 09

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Soaps And Soap Powders Again Up

Toronto.

SOAPS, SOAP POWDERS, CLEANSERS.—A further advance of 25c per case has been made effective in the price of Comfort, Surprise, Sunlight, Gold, White's Naphtha, Taylor's Borax, making the selling price now $5.75 per case. There has also been an increase in Ivory soap, the small size now being quoted at $5.60 and the large size at $10.40 per case. Fels Naphtha soap is quoted at $6.50 per case and Lifebuoy at $5.50 per case, Sunny Mondat at $5.60 and Fairy soap at $5.75. N. P. soap has been withdrawn. Lux soap powder has been advanced 20c per case, making the selling price now $3.60. Pearline in 12-oz. size has been advanced to $4.80 per case, the former price being $4.15; 24-oz. is now quoted at $4.80, while the 60-oz size is quoted at $5.60, an advance of 60c. Surprise soap powder is quoted up 35c per box, making the price now $2.35 and Taylor's soap powder has registered a similar advance with the price also at $2.35 per box. Guelph soap chips in 50-lb. boxes are now sold at $5.25, an advance of 50c, while barrels of same are quoted at 10¼c per pound, an advance of ½c. Gold Dust washing powder in large size is now quoted at $5.75, an increase of 25c, while the medium and small sizes are quoted at $5.50, an increase of 65c. Gillette's lye has advanced 55c and is now quoted at $4.85 per case while Gem lye is quoted at $4.05, an advance of 20c per case. Goblin soap is up 5c per case and is selling at $2, while Lilac Rose soap is now quoted at $4.25, an advance of 65c. Babbitt cleanser and 1776 soap powder have advanced 5c per case, making the selling price on both lines $3.95. Babbitt's lye has advanced 35c per case and is now quoted at $3.95.

Fruit Jars And Baking Powders Up

Toronto.

FRUIT JARS, BAKING POWDER, SODA.—An advance of $1 per case been made on Gem fruit jars which now makes the price of Imperial pints $9.25, Imperial quarts $10.75, Imperial half gallons $14.25. Wine measure pints are now quoted at $9, wine quarts at $9.75 and wine half gallons at $12.25. Gillette's baking powder in all sizes have been advanced, making the selling prices as follows: Small, 65c dozen; 4-oz., $1 dozen; 6-oz., $1.45 dozen; 8-oz. $1.90 dozen; 12-oz., $2.40 dozen; 16-oz., $2.85 dozen; 2½-lb., $7.25 dozen; 5-lb. tin, $12.95 dozen, which is an advance of $3.35 on the former selling price. Assorted sizes are now quoted at $8.15, which is an increase of $2.15. Caustic soda in 25's is now quoted at 12¾c per pound. Cream of tartar in one-quarter pound tins is quoted at $2.05 dozen and in half-pound tins at $3.95 dozen. Royal yeast has been advanced to $1.40, an increase of 15c, while Magic soda in 10-oz. size is now quoted at $3.85, an advance of 35c. New prices on peanut butter have now been arranged by wholesalers, No. 1 glass containers selling at $1.25, No. 2 at $1.75, No. 3 at $2.35, No. 4 at $2.85. No. 1 tins are quoted at 35c, in 15-lb. tins at 24c per pound, 24-lb. tins and 50-lb. tins at 23c per pound. Crossley's sardines have been advanced to 21c per tin, and Brunswick kippered herring to $1.25 per dozen or $7.25 per case. All pure jams are now quoted at $2.85 per dozen.

Canned Goods Are In Small Compass

Toronto.

CANNED GOODS.—In the face of a continued good demand there is a dwindling of stocks of canned goods which is rapidly putting them in narrow compass in wholesalers hands. In the United States there is some talk of the Government restricting the use of tin cans for export goods only. Some wholesalers express their opinion that with such a lead in the United States it is highly probable something might be done along that line in Canada. Prices of canned goods held steady during the week.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 00	3 25
Alaska pinks, 1-lb. talls	2 40	2 75
Chums, 1-lb. talls	1 40	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 85
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 25	2 40
Tomatoes, 3s	2 40	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	1 95	2 35
Pumpkins, 2½s	1 95	2 10
Apples, gallons, doz.	....	4 00
Pineapples, Hawaiian, 2s, doz.	2 35	3 00
Pineapple, Hawaiian, 1s, doz.	....	1 50

Curtailing Ships To West Indies

Toronto.

MOLASSES, SYRUPS.—With the curtailing of the shipping service to the West Indies in the interest of the trans-Atlantic trade it is possible that the supplies of molasses coming by that route will be further retricted. It is intimated that two of the four regular ships plying between the West Indies and St. John and Halifax are likely to be taken off the run. The condition in the molasses market is one of firmness as manufacturers will allow their repre-

sentatives to take orders only subject to confirmation. Cane syrups and corn syrups held in steady market during the week, with demand somewhat quiet.

Corn Syrups—		
Barrels, per lb.	....	0 06½
Cases, 2-lb. tins, 2 doz. in case	....	4 60
Cases, 5-lb. tins, 1 doz. in case	....	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	....	4 80
Molasses—		
Fancy Barbadoes, gal.	0 78	0 82
West India, ½ bbls., gal.	0 46	0 48
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz.	....	4 25
Tins, 3-lb., table grade, case 2 doz.	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00

Currant Prospects Are Not Very Bright

Toronto.

DRIED FRUITS.—Prospects for getting sufficient supplies of currants are not very bright and it would seem as though there will be a scarcity in the market by the time the demand develops next fall. Importers give it as their opinion that there will be absolutely none come forward from Greece during the present year and this will send the demand to the Australian crop. Importers have so far been able to get confirmation of very limited quantities from that source. At the price paid for these confirmations it is estimated they would have to sell to the retail trade from 22c to 23c per pound. The crop in Australia has been reduced by rain and supplies available for export will be very small. Grecian currants are about cleaned out of the local market. Prunes are in good sale and prices from importers at the present time in the local market are lower than the New York and coast basis. The price asked for future prunes is higher in most instances than will attract the trade at this distance. However, some booking was reported during the week. Figs in first hands are well cleaned up. This fruit is the most reasonable in price of any now on the market. Dried peaches are very scarce on spot and prices are generally higher.

Apples, evaporated per lb.	0 13½	0 14
Apricots, choice, 25's, faced	0 24	0 26
Candied Peels—		
Lemon	0 25	0 26
Orange	0 26	0 27
Citron	....	0 30
Currants—		
Filiatras, per lb.	....	0 22
Australians, lb.	....	0 22
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 60
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25's, faced	0 15	0 16
40-50s, per lb., 25's, faced	0 14½	0 15½
50-60s, per lb., 25's, faced	0 14	0 15
80-90s, per lb., 25's, unfaced	0 10½	0 12½
Peaches—		
Choice, 25-lb. boxes	0 13½	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15½	0 16

Tea Market Was Quieter During Week

Toronto.

TEAS.—Prices on the local tea market were firmly maintained during the week although the movement in teas was rather slow and buying was confined on spot to those actually in need and compelled to pay spot prices. Recent arrivals of tea at Boston by the S.S. Hanna Neilson have had the tendency of making the market somewhat easier. From indications of tea that are now reported to be on the way tea importers are led to the opinion that there will be no actual famine in tea although the movement of tea is slow. Some shipments have left Calcutta but no advice has been received of its whereabouts since that time. Well informed importers are of the opinion that tea will be scarcer before it is more plentiful. The Canadian Pacific line of steamers from Hong Kong are reported to be some 4,000 tons of freight behind in their deliveries from that port as the greater part of their space has been commandeered. In Ceylon the market has been fluctuating on weekly sales with abrupt advances of 2c to 4c per pound followed about by declines, with sharp advances again alternating. These changes are not based on the volume of tea offered but on opportunities for shipment, buyers competing keenly when they can secure any space. The Calcutta market has been closed for some months but will be reopened on June 12 when first new-crop teas will be offered. New-crop Indians, however, are not generally suitable for this market. Prices remained unchanged during the week.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Coffee Demand Is Reported Heavy

Toronto.

COFFEE.—One of the large dealers in coffee reports the demand for the month of May as the heaviest in the history of their company. This also applies to spices and cocoas. There has been a good consumption of coffee reported from all quarters. Prices have held steady during the week. Chicory is in a very firm position due to the exceptionally light stocks now available.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cream Of Tartar Advances 2c To 5c

Toronto.

SPICES.—Following the intimation given last week that cream of tartar was in very strong position advances have been recorded on both French pure and American high test. The former is now selling at 60c per pound and the latter at 65c. Celery seed has also moved up from the low levels of last week so that the range is now 40c to 45c per pound. There is uncertainty in the primary market in New York due to the possibility that the proposed 10 per cent. war tax on spices may be eliminated. Ocean freight, however, is a constantly recurring menace causing an acuteness in the situation which is likely to persist. Demand for spices has been fairly good.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 32	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	....	0 60
American high test	....	0 65

New Quoting On New Crop Brazil Nuts

Toronto.

NUTS.—Importers are now quoting on new-crop Brazil nuts which have recently arrived in New York from South America. These nuts are for September shipment and are quoted 2c to 3c per pound below the prices at which recent sales were made by importers. Nut importers are quite generally of the opinion that there will be no new-crop walnuts for the Christmas trade. As there are no old stocks of nuts available in France, and as stocks locally are very light in the hands of importers, it would seem as though famine conditions may prevail so far as walnuts in the shell are concerned. Peanut prices are high and old-crop stocks will in all probability be exhausted before new crop comes in. In some quarters higher prices were quoted during the week. Almonds were quoted ½c per pound higher in Spain during the week.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 19
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 14	0 18
Brazil nuts, lb.	0 17½	0 20
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California	0 26	0 33
Peanuts, lb.	....	0 16

Rice Again Higher; Tapioca Also Advances

Toronto.

RICE AND TAPIOCA.—An advance of ½c to 1c per pound was recorded in most lines of rice during the week. Texas fancy is now quoted at a range from $10.50 to $11.50 per hundred pounds. Fancy Siam is up ¼c, while fancy Japan has increased 1½c and Japan second ½c per pound. Tapioca has also advanced 1c per pound during the week. This commodity continues to fluctuate wildly in the New York market and it is expected that wide open prices are likely to prevail for a long time to come. One local broker sold a car of tapioca to New York during the week.

Texas, fancy, per 100 lbs.	10 50	11 50
Siam, fancy, per 100 lbs.	8 00	9 00
Siam, second, per 100 lbs.	7 50	8 00
Japans, fancy, per 100 lbs.	9 00	9 50
Japans, second, per 100 lbs.	7 50	8 50
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 13½	0 14

Japanese Beans Again In Market

Toronto.

BEANS.—With the arrival during the week of stocks of Japanese beans quotations were again made on this commodity at $10 per bushel. Some Rangoon beans also arrived and were quoted on the basis of $9. to 9.50 per bushel. Supplies of Ontario white beans are very limited. Lima beans are also in small compass and prices are firmly held at 19c to 20c per pound.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Rangoons, per bush.	9 00	9 50
Japanese, per bush.	....	10 00
Black eyes, Cal., bushel	....	6 50
Limas, per pound	0 19	0 20

Decline In Package Oats Was Recorded

Toronto.

PACKAGES.—A decline of 50c was recorded in the price of Purity oats 20's, making the selling price now $4 per case. In the 18's Purity was also reduced 20c, making the price now $1.40 per case. Quaker oats 18's on the other hand were increased 5c per case, making the price now $1.50 per case. Kellogg's wheat flakes are now quoted at $2.40 per case, an advance of 10c, while the rice flakes manufactured by the same concern have advanced 50c to $2.40. Drinket, a Kellogg line, has been advanced to $2.40, an increase of 10c. There has been a good demand for cereals during the week and stocks in wholesalers hands are comparatively low, supplies arriving being taken up readily. There is a firm situation in shredded wheat and an advance would not come as a surprise.

Cornflakes, per case	3 25	3 40
Rolled oats, round, family size, cs.	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10¾
No. 2, pound cartons	....	0 09¾
Starch, in 1-lb. cartons	....	0 10¾
Do., in 6-lb. tins	....	0 12½
Do., in 6-lb. papers	....	0 09¼

Restigouche Salmon And Fresh Mackerel In

Toronto.

FISH.—Some of the first Eastern salmon arrived during the week from New Brunswick, although the supplies are yet very limited. It is being quoted at 25c to 27c per pound. Fresh mackerel was also a new arrival during the week, the prices ranging from 11c to 12c per pound. Haddies were easier during the week, new cured being quoted at 11c to 12c per pound. There was also an easier tendency in haddie fillets although the range of prices remained unchanged. Strip cod is now off the market. Good supplies of halibut are now arrving with prices holding steady. Salmon trout reached the market in good supply but whitefish was still somewhat scarce. With the exception of the prices named above there was a generally steady market during the week.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	....	1 50
Kippered herring, per box	....	1 60
Digby herring, bundle 5 boxes	1 10	1 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits 15 lbs.	....	2 25
FRESH SEA FISH.		
Herring, fresh	0 08	0 09
Halibut, frozen	0 16½	0 17
Halibut, medium, fresh, lb.	0 16½	0 17
Cohoe salmon (red), frozen	0 14½	0 15
Haddock, fancy, express, lb.	0 08	0 09
Mackerel, lb.	0 11	0 12
Steak, cod, fancy, express, lb.	0 10	0 11
Salmon, Restigouche, lb.	0 25	0 27
Flounders, lb., frozen	0 09	0 10
Winkels, per bag	....	1 75
FRESH LAKE FISH.		
Herring, lb.	0 10	0 12
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	0 15	0 16
Trout, lb., fresh	0 12	0 13
Herrings, frozen	....	0 06
Tullibees, lb.	0 09	0 09½
Do., fresh, lb.	....	0 10

Next Week Likely Heavy For Pineapples

Toronto.

FRUIT.—Importers of pineapples anticipate that next week will see the heaviest arrivals in the market and in all probability as good a price as will be offered during the season. Pines were higher during the week as shipments were somewhat meagre out of New York. There has been heavy buying of this fruit in New York and this has a tendency to take up all available surplus. Strawberries were quoted down, the range being from 16c to 20c. California naval oranges were higher by 50c during the week, as the end of the crop is drawing near. California Valencias, however, are now reaching the market and are quoted at $4 per case. Rhubarb is in good supply, now being in the height of the season. California cherries showed a tendency toward easier prices, being quoted $3 to $3.50 as compared with $3.50 last week.

Apples—		
Boxes, American	2 75	3 00
Bananas, yellow, bunch	2 25	2 75
Bananas, red, bunch	2 50	3 00
Cherries, Cal., box	3 00	3 50
Oranges—		
Cal. Navels	3 50	4 00
Cal. late Valencias	....	4 00
Grapefruit, Cuban, case	3 75	4 25
Florida, case	5 00	5 50
Lemons, Cal., case	3 75	4 50
Messinas, case	3 25	3 50
Pineapples, Porto Rican	4 00	4 25
Cubans, case	3 50	4 00
Rhubarb, doz. bunches	0 20	0 30
Strawberries, 1-qt.	0 16	0 18
Watermelons, each	0 60	0 75

Western Potatoes And Cabbage Down

Toronto.

VEGETABLES.—New cabbage in cases was quoted lower during the week, the range now being from $5.50 to $6.50 per case as compared with $6 to $7 last week. Some new potatoes in barrels arrived from the Southwestern States during the week and were quoted at $12.75 to $13 per barrel. California head lettuce was quoted lower at $3 to $3.50 per hamper. Canadian cucumbers on the other hand were slightly higher at $2 to $2.25 pr basket. New beets were quoted at $2 to $2.50. Western potatoes were quoted lower by 25c per bag.

Asparagus, Can. grass, 11-qt. bkt.	1 50	2 00
Beets, new, hamper	2 00	2 50
Beans, green, string, hamper	....	3 50
Beans, golden wax, hamper	3 50	3 75
Cucumbers, Can., hothouse, 11-qt. basket	2 00	2 25
Cucumbers, Florida, hampers, 6 doz.	3 00	3 50
Cabbage, case	5 50	6 50
Carrots, new, hamper	2 00	2 25
Celery, Florida, half case	....	3 00
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches	0 25	0 30
Cal. head lettuce, hamper	3 00	3 50
Mushrooms, 4 lbs.	....	2 50
Onions—		
Texas, 50-lb. box	2 75	3 25
Green, per doz. bunches	....	0 40
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	....	4 75
Elbertas, bag	4 00	4 25
New, hamper	3 00	4 00
New, barrel	12 75	13 00
Peas, green, hamper	2 50	2 75
Radishes, doz. bunches	0 20	0 30
Spinach, bushel hamper	....	1 00
Green peppers, doz.	....	1 00
Tomatoes, Flor., 6-bkt. carriers	3 50	4 00
Parsley, basket	0 75	1 00
Watercress, basket	....	0 75
Turnips, bag	....	1 25
Turnips, new, hamper	....	1 50

MANITOBA MARKETS

WINNIPEG, June 6.—Most important advances this week have taken place in a number of prominent lines of soap. Procter & Gamble annouce advances in most of their lines their new prices on Golden and P. & G. now being $5.75 per case. Ivory small and large, Pearline and Soapade are also up. Advances are also announced by Royal Crown Soaps Limited, and Lever Bros. Among the declines which have taken place is a decline in flour, which amounted to $1.90 per bbl. in the past week, but this was immediately followed by an advance last Saturday of 80c per bbl. At the time of writing early this week, millers in Winnipeg were quoting $13.00 per bbl. Cereals

continue upward. Krumbles, which have been selling at $2.80 are now $3.60 per case. Kellogg's corn flakes have been selling at $3.40, but are expected by jobbers to advance.

Sugar May Decline, But Not Expected

Winnipeg.

SUGAR.—For some time the situation west of Winnipeg has been rather complicated by the fact that the B.C. Sugar Refining Co., Vancouver, have had difficulty making the deliveries in Manitoba and Saskatchewan on account of a strike. This, of course, is only a temporary matter, but it has meant that Eastern refiners have had to supply part of this territory with sugar. The latter are shipping sugar into Manitoba and Saskatchewan in large quantities, but are asking premiums on shipments of cars into Saskatchewan. Even under these conditions they have been getting all the business they wanted. The question is asked here and there, what is going to happen to the sugar market? It has been very stationary for some time because of an easiness in the United States, and it was feared that a decline was very probable here. However, jobbers point to the fact that a scarcity exists in the West, and that refiners are having difficulty coping with the demand. They also emphasize the fact that the Canadian market did not advance the way the American market did some time ago. Jobbers say: "There may be a reduction here, but we do not look for one."

Corn Syrup May Advance Again

Winnipeg.

SYRUPS. — At the time of writing there has been no further change in price of corn syrup, but considering that corn is extremely scarce in the United States, and that the corn market is very firm, there is still a possibility of another advance. There has been some scarcity of cane syrup on this market, but manufacturers advise that supplies will be coming along freely shortly. Molasses are advancing steadily, and jobbers look for higher prices all along the line, especially molasses in tins, this being due to increased cost of tin plate.

2-lb. tins Beehive" and "Crown"	$4 73
5-lb. tins "Beehive" and "Crown"	5 13
10-lb. tins "Beehive" and "Crown"	4 86
20-lb. tins "Beehive" and "Crown"	4 87
½ bbl. "Beehive" and "Crown"	7 50
Crown, in quart sealers	4 43
"Lily White," 2-lb. tins	5 23
"Lily White," 5-lb. tins	5 63
'Lily White," 10-lb. tins	5 36
"Lily White," 20-lb. tins	5 37

New Prices On Candied Peels

Winnipeg.

DRIED FRUITS.—On account of the fact that English peels will probably be off the market this year, and that it will be possible to buy only American peels, prices are likely to be very high. The following are approximate prices which the retailer will have to pay: Orange, 25½c., lemon, 22½, citron, 30c. Advices from California are to the effect that evaporated peaches and raisins are pretty well sold out.

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	0 13¼	0 14
Apples, 25-lb. boxes	0 13¾	0 14¼
Apples, 3-lb. cartons, each	0 44	0 52
Pears, choice, 25's	0 13½	0 15½
Apricots—		
Choice, 25's	....	0 23
Choice, 10's	....	0 24
Peaches—		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants—		
Fresh cleaned, half cases, Australian, lb.	0 19	0 22
Dates—		
Hallowees, 68-lb. boxes	....	0 12⅛
Fards, box, 12 lbs.	....	2 00
Raisins, California—		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10
3 crown, loose, 10-lb. boxes	....	0 10½
Figs—		
Cooking, in mats	....	0 07½
Mediterranean, 33-lb. mats	....	0 08½
Prunes—		
90 to 100, 25s	0 11¼	0 12½
40 to 50, 25s	0 15½	0 17
Peels—		
Orange, lb., 7-lb. boxes	....	0 22½
Lemon, lb., 7-lb. boxes	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

Various Prices Quoted On White Beans

Winnipeg.

DRIED VEGETABLES.—White beans continue very high. One or two of the jobbers are quoting higher prices, a typical quotation being 7.50 for fancy. Another house is asking 7.00 for 3-lb. pickers, this being an advance of 30c. on their price of last week.

California Lima Beans—		
80-lb. sacks	0 20	0 25
Peas—		
Srlit peas, sack, 98 lbs.	7 00	7 50
Whole green peas, bush	....	5 50
Whole yellow, bushel	....	3 50

Tapioca And Sago 10½c And 9c Respectively

Winnipeg.

RICE.—Most Winnipeg jobbers seem to have put up their rice slightly, and dealers can expect these slight advances to take place right along until the more expensive rice begins to arrive on this market. There does not seem to have been any further advance this week. Tapioca and sago continue to rise to high levels, and jobbers are quoting to-day 10½c. on tapioca, and 9c. in sago. They state these lines are very hard to procure.

Japan, No. 1, lb.	0 06½
Japan, No. 2, lb.	0 05¾
Siam, lb.	0 05¼
Patna, lb.	0 06¾
Tapioca, lb.	0 09¼
Sago, lb.	0 08

Red Sockeye Salmon Opening Very High

Winnipeg.

CANNED GOODS.—Shippers in Winnipeg state that they continue to find good demand for all canned vegetables and canned fruit. They expect all stocks to be cleaned up by the time the new crop arrives on the market; in fact it will be a better clean up than they have ever experienced before. Opening prices on Red Sock-eye have been announced across the line on 1917 pack, opening prices being the highest recorded for twenty years. It has been intimated for a long time that prices would be very high, but few expected that prices would be as high as this.

Well-Known Soaps Advance In Price

Winnipeg.

SOAPS.—Advances have taken place during the past week in most lines. Royal Cdown soap went up 25c. per case. Sunlight and Lifebuoy, 40c. per case. Most of Procter & Gamble's lines advanced, and their new prices are as follows: Golden and P. & G. are now $5.75 per case; Ivory, small, $5.60; Ivory, large, $10.40; Pearline and Soapade, 10 oz., $4.80; 20 oz., $6; 50 oz., $5.60. Lye and cleansers are tending upwards, and advances would not be surprising. They are good value at to-day's prices. New prices on Sunlight and Lifebuoy soaps are: Sunlight, 100s, $5.75 per case; $5.70, 5 cases; $5.60, 10 cases. Lifebuoy, 100c, $5.50 per case; $5.45, 5 cases; $5.35, 10 cases.

Salmon Still Scarce; Pickerel Plentiful At 12c

Winnipeg.

FISH AND POULTRY.—Whitefish is quoted 12-13c. and supplies are not too plentiful. There should be plenty of whitefish when Lake Winnipeg gets going next week; it is hardly likely there will be any change in price, however. Salmon is still scarce, and fresh salmon is bringing 22c. Lake trout is selling at 15c., and this is probably the lowest it will be selling at this summer. There is a good supply of pickerel, which is quoted at 12c. Poultry is beginning to move.

Whitefish	....	0 13
Salmon, frozen	....	0 15
Salmon, fresh	....	0 22
Halibut, fresh	....	0 15
Cod, Ling	....	0 10
Cod, black	....	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Lake trout	....	0 15
Pickerel	....	0 12
Mackerel, 20-lb. kits	3 00	3 50
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	....	1 50
Smelts, extra	....	0 23
Brook trout, frozen	....	0 35
Smoked fillets	....	0 17
Sea herring	....	0 07½

Potatoes Down To $1.50; Hood River Berries In

Winnipeg.

FRUIT AND VEGETABLES. — The big line on the market now is strawberries, but they held very firm last week. Missouri strawberries will soon be cleaned up entirely and dealers can look for Hood River strawberries, which will probably open around $5. Price early this week for Missouri was $5.50 for cases of 24 qts. There was an advance in Cuba pineapples to $5 per case. Bananas are up to 5½c. per lb. Florida tomatoes eased a dollar, to $5 per case. New carrots are now selling at $1 per dozen, and are not being offered by the lb. Cucumbers are coming by the box at $4.50, or by hamper $5. California celery is bringing $8.50 per case, or $4 per crate for Florida. The sale of oranges has fallen off. but price

(Continued on page 45)

FLOUR AND CEREALS

Flour Still Easy But May Re-Act

Montreal.

FLOUR AND FEEDS. — During the week following last report flour has again showed the dwindling trend in price, and watchers of the markets this week are inclined to think that bed-rock has been reached, and that possibly flour prices will tend to develop the reaction seen to some extent in wheat. Certainly there was a firmer tone to the market this week, but no sudden resumption of marked strength was anticipated. Reports from the North West were all of a favorable nature, and the general opinion is that the crop should be at least as big as last year's with probabilities (weather permitting) in favor of still bigger production. That there will be no great relaxation of prices for flour now until the present war is a thing of the past was an opinion freely expressed, and expectations are that there will be brisker buying from now on. As regards feeds there is a lull in the downward tendency of prices, and demand remains about the same as last week, sagging a little more for bran, but normal for the time of year. Winter wheat flour showed the declining trend also this week, quotations running from fifty cents to a dollar lower than last week's figures for the various grades.

	Car lots	Small lots
Manitoba Wheat Flour —		
First patents	13 10	13 30
Second patents	12 60	12 80
Strong bakers	12 40	12 60
Winter Wheat Flour—		
Fancy patents	13 50	14 00
90% in wood	13 00	13 50
90% in bags	6 25	6 50
Bran, per ton	38 00	40 00
Shorts	44 00	46 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 88	0 90

Cereals In Good Demand And Steady

Montreal.

CEREALS.—The demand for cereals maintains steadily, and prices are not for the time being fluctuating to any extent. There is a firming tone to the principal cereals at present, and prospects are for continued steadiness and further strength. Buckwheat flour is practically off the market now until new crop buckwheat appears. The wheat-based cereals have shaded down in keeping with flour, and may possibly re-act to higher levels should the wheat market justify this. Carton and package cereals are in demand and firm. Robin Hood cartons are at $1.70 now, and the market is firm for rolled oats.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 00	7 25
Buckwheat flour, 98 lbs.	5 25	5 50
Corn flour, 98 lbs.	....	6 00
Cornmeal, yellow, 98 lbs.	5 50	6 00
Graham flour, 98 lbs.	....	6 30
Hominy, grits, 98 lbs.	6 15	6 75
Hominy, pearl, 98 lbs.	6 15	6 75
Oatmeal, standard, 98 lbs.	....	5 25
Oatmeal, granulated, 98 lbs.	....	5 25
Peas, Canadian, boiling, bush.	....	4 25
Split peas	9 50	10 00
Rolled oats, 90-lb. bags	4 50	4 75
Whole wheat flour, 98 lbs.	....	6 30
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	6 55

Flour Again Sags Downward

Ontario Winter Wheat Flour Quoted Higher Than Manitoba Flour by Some Mills

Toronto.

FLOUR.—There was a further decline of 50c. per barrel in first patents Manitoba flour. On the other hand Ontario winter wheat flour was quoted higher than Manitoba flour by some mills. This is an unusual condition but it is explained by the fact that Ontario winter wheat is now very scarce and hard to get and is commanding a high price. Manitoba flour is quoted all the way from $13 to $13.40 per barrel, whereas Ontario hard wheat flour is quoted from $12 to $13.40 per barrel. The wheat markets were somewhat disorganized during the week owing to the holidays, Monday being a holiday in Canada on account of the King's birthday and in the United States on Tuesday on account of registration for war purposes. At the close of the market in Winnipeg on Saturday last cash wheat climbed upward again to the extent of 13c. and sold at $2.50 per bushel. Demand for flour locally is light but from certain quarters a slightly renewed interest was noted when wheat again took the turn upward on Saturday. Shipments of flour and mill feeds are coming forward from Western points in better supply although it is stated they are none too free yet.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$13.00-$13.10	$13.20-$13.60
Second patents	12.50- 12.90	12.70- 13.10
Strong bakers	12.30- 12.70	12.50- 12.90
Ontario Winter Wheat Flour—		
High patents	12.80- 13.40	13.10- 13.70
Second patents	12.40- 13.00	12.70- 13.30

Bulk Cereals Are In Good Demand

Toronto

CEREALS.—Prices on bulk cereals held steady during the week. Demand on the other hand is reported to be exceptionally good. Rolled oats in particular are having a good run, both in packages and in bulk. The only change to record was in farina which moved up 50c. from the lower level of last week. Rolled oats in one instance at least were quoted 10c. per bag under the low quotation of last week.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	....	7 00
Corn flour, 98 lbs.	6 20	6 45
Cornmeal, yellow, 98 lbs.	5 00	5 50
Farina, 98 lbs.	6 70	7 25
Graham flour, 98 lbs.	6 00	7 00
Hominy grits, 98 lbs.	....	6 20
Hominy, pearl, 98 lbs.	....	6 20
Oatmeal, 98 lbs.	5 20	6 25
Rolled oats, 90-lb. bags	4 60	5 00
Rolled wheat, 100-lb. bbls.	7 35	7 50
Whole wheat flour, 98 lbs.	6 00	7 00
Wheatlets, 98 lbs.	6 50	8 00
Peas, yellow, split, 98 lbs.	10 20	11 00
Blue peas, lb.	0 10	0 12

Above prices give the range of quotations to the retail trade.

Bran Declines; Shorts Also Down

Toronto.

MILLFEEDS.—There was a decline of $3 per ton in bran during the week and a similar downward tendency in shorts, making the selling price of the latter commodity $41 per ton. Special middlings on the other hand were quoted down $5 per ton. Feed flour was about the only line that held steady in price. Declines were due to the slackening demand for bran and to some extent also on shorts. Demand for bran is very light now that cattle are on the grass.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$35 00	$37 00
Shorts	41 00	43 00
Special middlings	45 00	45 00
Feed flour	61 00	63 00

Government May Fix Price Of 1917 Crop

Winnipeg.

FLOUR AND CEREALS.—Early this week first patents were being quoted at $13.00 per bbl. There was a decline of 50c per bbl. on Friday, June 1. During the seven days prior to Friday, June 1, there were two other declines, the first being one dollar per bbl., and the second 40c per bbl., making a total decline in a week of $1.90 per bbl. Then, on Saturday, June 2, flour jumped 80c per bbl., making first patents $13.00 per bbl. This followed an advance in wheat on Friday and Saturday. Domestic flour business has been very quiet. Buyers no doubt look for further reduction. It is difficult to say much about the wheat market, as there has been very little doing in the Grain Exchange. There is a persistent rumour in Winnipeg that the Government will likely fix the price at some early date of 1917 crop, which price will likely be based on the October option.

This would stop all contracting, and people would buy as they required. Such an action on the part of the Government would of course, fix the price of flour. The feeling among prominent millers here, as well as in the East, is that the Government will take this action, as they feel that they could never take a chance on the market doing the same as in 1917. "This would be a calamity," said one of the millers. Rolled oats are still at $3.75 for 98's, and packages at $4.50. Many cereal mills are discontinuing package goods, as they find it necessary to devote all their energies to domestic and government orders for bulk rolled oats. The demand for oatmeal is in excess of supply, Government agents having been buying everything they possibly could in British Columbia. This they have packed in tins and shipped to Mesopotamia for the British Army. Feed prices are still soaring very high, with the chief demand still in the East, especially in large centres like Montreal. Prices are $36.00 for bran, $39.00 for shorts, and $52.00 for mixed chop.

Flour—		
Best patents	....	13 00
Bakers	....	12 50
Clears	....	11 90
XXXX	....	10 90
Cereals—		
Rolled oats, 80's	....	3 75
Rolled oats, pkgs., family size.	....	4 50
Cornmeal, 98's	....	5 00
Oatmeal, 98's	....	4 85
Feeds—		
Bran, per ton	....	36 00
Shorts, per ton	....	39 00
Mixed chop, ton	....	52 00

PRODUCE AND PROVISIONS

(Continued from page 48)

Lard, Pure—		
Tierces	....	0 26¾
20s	....	5 55
Cases, 5s	....	16 25
Cases, 3s	....	16 35
Lard, Compound—		
Tierces	....	$ 20¼
Tubs, 50s, net	....	10 25
Pails, 20s, net	....	4 25
Butter—		
Fresh made creamery, No. 1 cartons	....	0 43
Fresh made creamery, No. 2	....	0 42
Fresh Eggs—		
New laids	....	0 33
Cheese—		
Ontario, large Sept.	0 29	0 30
Ontario large fresh	0 28	....
Manitoba, large, fresh	0 27½	0 28

WEEKLY MARKET REPORTS

(Continued from page 43)

holds firm at $4-$4.50. There are a few cherries coming in at $3.50 per box, but big shipments will not arrive until later on in June, when price will be lower. Asparagus is bringing around $2.50 per crate. New lines include watermelons at $9 per doz.

Asparagus, crates	....	2 50
Manitoba potatoes, bushel	1 50	1 75
Celery, Cal., case	....	8 50
Celery, Florida, crate	....	4 00
Cucumbers, box	....	4 50
Cucumbers, hamper	....	5 00
Carrots, new, doz.	....	1 00
Turnips, old, lb.	....	0 02
Cabbage, Cal., lb.	....	0 08
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 25
Lettuce, leaf, doz.	....	0 40
Imported mushrooms	....	0 90
Parsley, imported, doz.	....	0 60
Peas, green, lb.	....	0 20
Spinach, lb.	....	0 15
Tomatoes, Florida, case	....	6 00
Fruits—		
Oranges, navel, case	....	4 00
Lemons	....	5 00
Grape Fruit	....	6 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Strawberries, case of 24 qts.	....	5 50
Bananas, lb.	....	0 05½
Rhubarb, Washington, box	....	1 25
Pineapples, Cuba, case	....	5 00
Cherries, box	....	3 50
Watermelons, doz.	....	9 00

COPPER COLORING UNKNOWN IN CANADA

A recent investigation made by the Chief Analyst of the Inland Revenue Department at Ottawa into the question of the coloring of canned peas, brought out the fact that the coloring of peas with copper was unknown in the Canadian industry and that there was little demand in Canada for coppered peas. The inspection showed that ont of 210 samples only 26 samples were colored with copper and these were, as far as could be discovered, all imported products.

REVOLUTION TO REDUCE FOOD PRICES.

At a recent gathering of the Montreal Trades and Labor Council it was suggested that the only thing to bring about a reduction in food prices was a revolution, but before the meeting was adjourned it was considered more advisable to forward a resolution to Premier Borden favoring the rescinding of the order-in-council concerning investigation into food prices and the substitution for it of a low "less combrous and more effective."

BOOST FOR CANADIAN GROCER ENQUIRY DEPT.

A few days ago a Montreal man wrote CANADIAN GROCER for information on the Secret Commissions Act passed in 1909. This was promptly sent to him, although as he points out in letter below, he had tried to get the information from lawyer friends and two departments of the Government, but without success. Here is his letter

CANADIAN GROCER,

Dear Sirs.—Your favor to hand on my return on Friday night—and enclosure contains the information desired for which accept my thanks.

I received a similar circular when the Act was first passed, had mislaid it but it kept in my memory. When I wanted it confirmed lately I enquired from some lawyer friends and strange to say they knew nothing about such a law. Ialso wrote the Minister of Justice and to the Attorney General, Ottawa both of whom replied they knew nothing of such a law. As a last resort I tried the CANADIAN GROCER. Result—desired information. Moral. When looking for information ask the CANADIAN GROCER.

Again thanking for desired information,—A.S.R.

Montreal, June 2, 1917.

BRIDGES BY-LAW PASSES IN PETERBOROUGH

On Thursday last, Peterborough carried the Bridges By-law with an overwhelming majority. The by-law provided for a high level bridge on Hunter street, connecting the location of the proposed new Quaker Ooats plant with the city proper. The erection of this bridge as a means of access to their plant was one of the conditions this company imposed on condition that they rebuild their plant.

The almost unanimous decision from all parts of the city clearly indicates that the citizens generally considered that the condition was one that was quite justified, and one also that was as much in the interest of the city, as it was of the Quaker Oats Company.

A FRAUDULENT FERTILIZER.

The Chief Analyst of the Inland Revenue Department at Ottawa, in a recent bulletin concerning a fertilizing product known as "Nature's Plant Food," condemns its use and states that a gross fraud is sought to be perpetrated upon the farmers of Canada by the sale of this article, the manufacturers of which have their Canadian agency at Chatham, He states that the article in question is merely a crushed rock of the Syenite type which exists in limitless quantity in many places in Canada and which is used for macadamizing roads. A test case of the value of the fertilizer was made and it was found that a less crop was harvested where the fertilizer was used.

MORDEN MANITOBA HAS CHEAP FLOUR

A merchant in Morden, Manitoba, has achieved a record in selling flour. The record is a thousand bags of 98 pounds in less than a week. The reason for it is as follows. There are two large milling companies who do a substantial business in Morden. A short while ago, when flour was mounting almost daily, the goods of one of these companies was raised, but the merchant or merchants handling the other brand refused to increase the price. This sort of got beneath the skin of the first company and they started out to make things interesting. They advised their representative to meet the cut price and, if the evidence speaks true, to go the limit. At least 98 pound bags of first grade flour were sold at $4.85 while Winnipeg price was at $8. This was remarkly good for consumer, and consumer as a reference to the sales figures quoted above will show, was not slow to take advantage of it. The sale continued for a week during which time orders were coming in from all over the province. Why this little civil war was stopped noboby seems to know, probably both of the principals, reached the conclusion that they were not actually achieving anything.

Someone has well said that in prosperous times advertising is an opportunity for the retail merchant, and in hard times it is a necessity.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, June 5.—That flour has dropped $1 per barrel from last week's quotations is the only cheerful note in this week's news. This to the consumer does not carry much cheer for the reason that the wholesale and retail price of bread remains the same. Cheese is very scarce and local wholesalers state that Eastern advices predict an advance. Considering the season this seems odd, but nevertheless retailers locally have been warned to that effect. Ontario large are now bringing 28½c. to 30c. per pound, while twins are selling at 30½c. Unfavorable weather has kept fresh eggs firm at 44c to 45c. per dozen, wholesale, with the retail price correspondingly high. The demand for eggs has been slow in many instances chuck beef in the form of Hamburg steak or minced beef has been taking their place. Demand for rice has been light and prices remain unchanged. This is due to the fact that some low-grade potatoes are being brought into the market. Oranges have gone up 50c. per case owing to fact that navels are about off the market, and nobody loves a Valencia until some time later. The cool weather is causing strawberries and cherries to move slowly.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	....	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	....	14 20
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1	....	140 00
Do., Siam, No. 2	....	125 00
Beans, Japanese, per lb.	....	....
Potatoes, per ton	70 00	80 00
Lard, pure, in 400-lb. tierces, lb.	....	0 28½
Butter, fresh made creamery, lb.	....	0 47
Eggs, new laid, in cartons, doz.	0 44	0 45
Cheese, new, large, per lb.	0 28½	0 30

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 5.—Flour dropped forty cents per barrel last week and advanced thirty cents yesterday, and is now $13.30. New Ontario cheese is selling at 26½c. to 27½c. Compound lard and breakfast bacon is up ½c a pound. Eggs are offering at $10 to $11 per case and further declines are expected.

Sugar dropped 15c. yesterday. A reduction in the price of creamery butter is expected. Pure lard in three pound pails is $16.80 per case. Royal yeast, Magic and Eggo baking powders are advanced this week. No sockeye salmon "Ones" are offering. Gillett's lye, Royal Crown soaps, krumbles, rice flakes, krinkles, corn flakes, are all higher since last report.

CALGARY:

Beans, small white, Japan, lb.	0 12	0 15
Flour, No. 1 patents, 98s, per bbl.	....	13 30
Molasses, extra fancy, gal.	....	0 82
Rolled oats, 80s	....	3 50
Rice, Siam, cwt.	5 20	5 30
Sago and Tapioca, lb.	0 10	0 11
Sugar, pure cane, granulated, cwt.	....	9 30
Cheese, No. 1 Ontario, large	0 26½	0 27½
Butter, creamery, lb.	....	0 45
Lard, pure, 3s, per case	....	16 80
Eggs, new-laid, case	10 00	11 00
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 70	4 00
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 40
Salmon, pink, tall, case	6 00	6 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., June 5.—With a drop of 20c. on May 30, and an increase on June 4, of 15c. the quotation for flour at Regina stands at $13.40 per barrel. Rolled oats have declined to $4.25 for bails and with the exception of cheese, which is now quoted at 26¾c., all other price movements have been advances. Sugar advanced 15c. to $9.39. Tapioca is higher at 11¼c. Kellogg's products are approximately 10c. per case higher in price. Salmon shows 25c. advance per case. Gallon apples are now $2.35. All Royal Crown products, Laundry, Comfort, Arvorine and Borax soap are about 25c. a case higher. Sunlight soap has advanced 40c. a case, Lux 20c. case, Fels Naptha 50c., Fairbanks Gold Dust, 30c. case, Fairy soap 50c. case. Sauerkraut is up 50c. a case and Royal yeast has also advanced, the price now being $1.45.

REGINA—

Beans, small white Japan, bu.	....	7 50
Flour, No. 1 patents, 98s, per bbl.	....	13 40
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	4 25
Rice, Siam, cwt.	....	5 50
Sago and tapioca, lb.	....	0 11¼
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, gran., cwt.	....	9 39
Cheese, No. 1 Ontario, large	....	0 26¾
Butter, creamery, lb.	....	0 42
Lard, pure, 3s, per case	....	16 50
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 37
Pineapples, case	4 75	5 15
Tomatoes, 3s, standard case	....	4 65
Corn, 2s, standard, case	....	3 75
Peas, 2s, standard, case	....	2 95
Apples, gals., Ontario	....	2 35
Strawberries, 2s, Ont., case	....	5 15
Raspberries, 2s, Ont., case	....	5 45
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case.	....	13 50
Salmon, pink, tall, case	....	7 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., June 5.—Grocery conditions in New Brunswick continue satisfactory with prospects of good summer business ahead. The markets have been comparatively quiet during the week with fewer changes, the general upward tendency, however, is continuing. The only change to take place in flour during the week was a 50c. advance in Ontario, which now makes the selling price $14.05. Molasses is in firm market and has advanced to 62c. and 63c. per gallon. Cheese is listed lower at 25½c. to 26c. per pound. Eggs are firmer at 36c. to 37c., but butter is slightly easier at 37c. to 38c. An advance has been recorded in canned salmon pink talls, the range being now from $6.50 to $7 per case. Cohoe salmon is quoted at $9.50 to $9.75, chums at $5.75 to $6 per case. Messina lemons are higher at $4.50. Potatoes remain firm at $8 per barrel.

Flour, No. 1 patents, bbls., Man.	....	14 50
Ontario	....	14 05
Cornmeal, gran., bbls.	....	9 75
Cornmeal, ordinary, bags	....	3 50
Molasses, extra fancy, gal.	0 62	0 63
Rolled oats, bbl.	....	10 00
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	....	7 00
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 55	8 60
Bright yellow	8 35	8 40
No. 1 yellow	8 15	8 20
Paris lumps	9 75	10 00
Cheese, N.B., twins	0 25½	0 26
Eggs, new-laid	0 36	0 37
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 37	0 38
Lard, pure, lb.	....	0 29½
Lard, compound	....	0 23¾
American clear pork	54 00	57 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	4 70
Corn, 2s, standard case	....	3 60
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	....	3 50
Strawberries, 2s, Ont., case	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 50	7 00
Salmon, Cohoes, case	9 50	9 75
Salmon, Chums	5 75	6 00
Sardines, domestic, case	....	6 00
Cream tartar	0 51	0 54
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12
Raisins, fancy, lb.	....	0 12¼
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 12½	0 13
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon.	0 26	0 27
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Apples, Oregon, box	3 75	4 25
Lemons, Messina, box	....	4 50
Lemons, Cal., box	4 00	4 50
Oranges, Cal., box	4 00	4 75
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	....	8 00
Onions, Bermudas, 50-lb. crate.	3 00	3 25
Tomatoes, Florida, 30-lb. crate.	4 50	7 00
Cucumbers, doz.	1 00	1 25

PRODUCE AND PROVISIONS

Market For Hogs A Little Easier

Montreal.

PROVISIONS.—There has been since last report, an easier tone to the market for provisions, that is as far as the pork products go. Live hogs while not in very satisfactory supply, and still unsatisfactory as to finish, were not in such active demand. Prices ranged from $17.75 to $18.25 per hundred pounds for live hogs. The market for dressed hogs remained fairly firm at $25.00 though some were to be had at $24.75 per hundred pounds. While the quotations given below are not altered this week, in some cases prices a shade higher were still being quoted though the market tone was thought easier in the main. Plain backs were quoted at 37 cents, and boneless at 39 cents in one case. As high as 35 cents was also asked for breakfast bacon. Lard and shortening keep in very firm market generally with prospects of increasing prices for shortening.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 32	0 34
Boneless, per lb.	0 34	0 35
Bacon—		
Breakfast, per lb.	0 32	0 33
Roll, per lb.	0 26	0 27
Dry Salt Meats—		
Long clear bacon, ton lots	0 24	0 25
Long clear bacon, small lots	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	....	0 42
Hams, roast, per lb.	....	0 46
Shoulders, boiled, per lb.	0 36½	0 37½
Shoulders, roast, per lb.	0 37	0 37½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 29
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	0 23
Tubs, 50 lbs.	0 23	0 23¼
Pails, 20 lbs., per lb.	0 23¾	0 24
Bricks, 1 lb., per lb.	0 24	0 24¼

Poultry Market Not Particularly Active

Montreal.

POULTRY.—Arrivals of live poultry are still insignificant, but the season is advancing, and though cold weather and backward conditions in the country have had their effects on production, better poultry supplies are expected in course. There are still good supplies of cold storage poultry for marketing, and these are being quoted at prices as last week. There is a very steady and well maintained demand for poultry, though Fast days during the week following last report reduced this to some extent locally. It is hoped that poultry farmers will this season avoid the error of last season and see that their poultry is well fattened and in good shape before delivery to market.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	....	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	.. 25
Turkeys (old toms), dressed, lb.	....	0 32
Turkeys (young)	....	0 33

Egg Market Steady; Many Eggs From U.S.

Montreal.

EGGS.—Inactivity of some of the large buyers in the country and a considerable influx of United States eggs characterised the situation as to this product of the farm during the week. Prices remain very steady both in the country and to retailers, last week's quotations being still held for the present week. Supplies in the country are reported to be only fairly plentiful. There is no sign of over-production. It is said that many farmers have been using eggs rather than meat-stuffs for daily food supply owing to cost of other forms of food. Export prospects are still uncertain, and with local demand good, dealers have been busy, but the bulk of the eggs arriving in Montreal lately have been United States produce. There arrived in Montreal for the week ending June 2, 17,409 cases of eggs as compared with 18,782 cases for the corresponding period last year.

Eggs (new-laid)	0 42	0 43

Cheese Situation Gradually Clearing

Montreal.

CHEESE.—Still the element of uncertainty overhangs the cheese situation. Announcement that the British Food Controller has fixed the price of cheese at sixteen pence per pound to the retailer that is 32 cents, is noted by large exporters of cheese, but as this price had not become actually effective at the time of writing opinions were reserved regarding it. One merchant of many years' experience in Montreal declared that everything points to complete control of the whole production of cheese in Canada before long with the elimination of competition as to prices. At St. Hyacinthe on Saturday cheese sold at 18 3-16 cents as contrasted with 15¼ cents this time last year. Cheese prices locally were reported a little easier during this period of uncertainty as to export, and 24 to 24½ cents was being quoted to retailers for new season's cheese. Arrivals of cheese in Montreal show a considerable falling off as compared to the corresponding period last year, but the production is believed to be up to average, quantities being held for the time being. Receipts up to Saturday June 2, were 44,126 boxes for the week, and for the same period of last year 85,139 boxes were received.

Cheese—		
Large (new), per lb.	0 24	0 24½
New twins, per lb.	0 24	0 24½
Triplets, per lb.	....	0 24½
Stilton, per lb.	....	0 29
Fancy, old cheese, per lb.	....	0 32

Butter Finds An Easier Market

Montreal.

BUTTER.—An easier tone generally has come to butter in the country, prices having shaded down in most centres of business by about a cent to a cent and a quarter. Supplies are good, and the quality comes nearer to the real grass-fed every day. It was believed by those in touch with conditions that possibly even easier price conditions might be anticipated. There is however, a falling off in Montreal receipts, and in production for the month as gauged by these receipts, and possibly a revival of the market to firmness might eventuate. Arrivals in Montreal for the week ending June 2 were 11,268 pkgs. as compared with 16,106 pkgs. for the corresponding period last year. One firm of wholesalers notes that dairy prints (choice) are holding quite a firm market tone as compared with creamery. This source of supply quoted 38 cents for dairy prints, and 41-42 for creamery.

Butter		
Creamery prints (fresh made)	0 41	0 42
Creamery solids (fresh made)	0 40	0 41
Dairy prints, choice, lb.	0 36	0 38
Dairy, in tubs (choice)	0 35	0 37
Bakers	0 32	0 33

American Demand For Canadian Maple Goods

Montreal.

MAPLE AND HONEY.—In the market for maple products this week United States demand has been noted as the strongest feature. This demand from United States buyers has been detected in greater strength than ever this year, showing that a considerable business beyond accustomed figures may be done in Canadian maple product. Prices rule firm at last week's prices. Honey is in unchanged condition with demand fair and quotations ruling steady. The prospects for the new season's production are only fair so far, the backward season being blamed.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins	....	0 14½
Comb, per section	0 18	0 19

Maple Product—		
Syrup, 131 lbs. Imp. meas., per gal.	1 45	1 75
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.	0 14	0 17

Live Hogs Down; Meats Are Steady

Easier Feeling in Pure Lard and Compound—Demand for Hams Picking Up Somewhat.

Toronto

PROVISIONS.—Lower prices were being paid for hogs at the first of the week by 50c over the quotations of a week ago. There were fairly good arrivals of live hogs last week, in some cases being heavier than the packers cared to take. This was not the dominating factor in the market, however, as there was just a general disposition to quote at lower figures. There was an easier feeling in both pure lard and compound during the week now that the summer season is fast approaching and there is very little disposition for retailers to stock up. Prices held steady and there is expected to be an easier tone to the market for the next month or two with possibly an inclination to slightly lower levels during the hot months. The cottonseed oil market is in continued strength and this is expected to have a firming tendency to keep compound from going to lower levels. Meats of all kinds were in steady market, with slightly higher prices noted in certain quarters for bacon.

Hams—		
Medium, per lb.	0 29½	0 31
Large, per lb.	0 26	0 28
Backs—		
Plain	0 33	0 38
Boneless, per lb.	0 38	0 40
Bacon—		
Breakfast, per lb.	0 32	0 34½
Roll, per lb.	0 27½	0 30
Wiltshire bacon, per lb.	0 31	0 34
Dry Salt Meats—		
Long clear bacon	0 26½	0 27
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 40	0 42½
Hams, roast, per lb.	0 42	0 45
Shoulders, roast, per lb.	0 40	0 42
Barrel Pork—		
Mess pork, bbl., 200 lbs.	46 00	48 00
Short cut backs, bbl., 200 lbs.	....	50 00
Pickled rolls, bbl., 200 lbs.	....	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26½	0 27¾
Compound tierces, 400 lbs., lb.	0 22¼	0 22¾
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	23 50	25 50
Live, off cars	16 25	16 50
Live, fed and watered	16 00	16 25
Live, f.o.b.	15 15	15 25

Butter Declines 2c During Week

Toronto

BUTTER.—There was a considerable increase in the receipts of butter during the week due to the favorable conditions for production with plentiful pasturage. Practically all butter now reaching the market is from grass-fed cows. It is expected from this time forward there will be good production and that prices will be correspondingly lower. With the possibility of lower prices for cheese and very little cheese being sold by the factories the chances are that more milk will be turned into butter. Demand for butter is now good. Dairy butter was down 3c per pound and creamery butter 2c per pound. Quotations are as follows:

Creamery prints, fresh made	0 42	0 43
Creamery solids	0 41	0 42
Dairy prints, choice, lb.	0 36	0 38
Dairy prints, lb.	0 33	0 35
Bakers	0 28	0 30

Eggs Are Lower By 2c To 3c Dozen

Toronto

EGGS.—With the continuation of heavy production in the country points there was a decidedly easier tendency in eggs during the week with the result that prices were down 2c per dozen ex-cartons and 3c per dozen in cartons. There is a general feeling throughout the country that higher prices are uncalled for and as one commission man expressed it "people are just tired paying high prices in all lines of food commodities. There is a tendency toward lower prices in all food lines." Receipts from country points mounted up during the week and buyers were paying lower prices quite generally. There are no American eggs coming into the local market at present as the Ontario eggs can now be purchased on favorable terms.

Eggs		
New laid, cartons	0 42	0 45
New laid, ex-cartons	0 40	0 42

Cheese Prices Were Moved Downward

Toronto

CHEESE.—There was a movement toward lower prices in cheese during the week due to the unsettled conditions in the market and the fact that very few sales were made at the boards. The Government purchasing commission has named the price to be paid at 21¾c per pound, which is somewhat higher than generally expected by commission men, predictions having been made that it would range somewhere between 18c and 21c. Prices were down 2c to 2½c per pound on new cheese during the week. At the factories during the week offers of purchases were made around 19c and 20c but the makers preferred to hold their cheese in the majority of instances. Old cheese that are still in the market held firm with advances recorded.

Cheese		
New, large	0 24	0 25
Old, large	....	0 30
Stilton	....	0 32

Good Supplies Of Gobblers Coming In

Toronto

POULTRY.—There are comparatively large numbers of turkey gobblers reaching the market from the country districts. This is about the time of the year when the old gobblers are disposed of. Sale for them is somewhat slow as they are not considered the best meat investment owing to the amount of waste. Hotels and restaurants are usually the best buyers of these birds. Spring chickens are still coming rather slowly. Those from one and one-half pounds and upwards are commanding 40c to 45c while those under one and one-half pounds are being bought from 35c to 40c per pound by the commission men. There was a good movement in live hens and frozen poultry during the month.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 20	0 27
Hens, fresh, dressed, per lb.	0 20	0 24
Turkey gobblers, dressed, fresh	....	0 22
Spring chickens, live, 1½ lbs. and over, lb.	0 40	0 45
Do., live, under 1½ lbs.	0 35	0 40

Prices are those paid at Toronto by commission men.

Honey And Maple Syrup Moving Slowly

Toronto

HONEY, MAPLE SYRUP.—With the passing of the maple syrup season the demand for this commodity has also fallen considerably and interest is now in a passive state. Honey is also in very slow sale as available stocks are about all cleaned up. There is some honey in comb around still but pails are pretty well all cleaned out.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	....	1 75

Hog Market Declines; New Cheese Arriving

Winnipeg.

PRODUCE AND PROVISIONS.—The Winnipeg hog market has declined, and early this week live hogs were being quoted around $15.25. This is a drop of over one dollar per cwt. However provision prices remained practically the same; packers point out that on account of the high cost of hogs during the past few weeks there was very little money to be made, and at present they are unable to reduce the price of provisions. No change is announced in the price of lard. Eggs.—The market here has declined considerably and further declines are expected. Prices have dropped to 33c., with still lower prices expected.

Butter.—The market is still very firm, in fact there was a slight advance ten days ago. However, it is not expected that this high price will prevail for very long now that we are in June. Cheese.—There is little to report as far as cheese is concerned; fresh made Manitoba is just beginning to come in, and is quoted at 27½-28c. No change is recorded in the price of Ontario cheese. There should be a decline in the latter, but dealers here do not expect one.

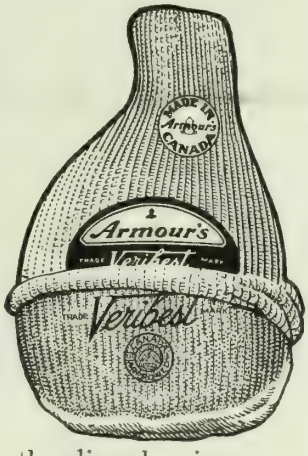
Hams—			
Light, lb.	0 30	....	
Medium, per lb.	0 28	0 29	
Heavy, per lb.	0 26	0 27	
Bacon			
Breakfast, per lb.	0 32	0 33	
Breakfast, select, lb.	0 38	0 39	
Backs, regular	....	0 32	
Backs, select, per lb.	....	0 34	
Dry Salt Meats—			
Long clear bacon, light	0 24½	....	
Backs	0 25½	....	
Barrelled Pork—			
Mess pork, bbl.	....	45 00	

(Continued on page 45)

Armour's QUALITY PRODUCTS

THERE'S a guarantee in the Armour name—a guarantee to your customers, of quality and value; a guarantee to you, of better selling and better customer-satisfaction.

HAMS
LARD
BACON
SAUSAGE



and a multitude of other lines bearing

Armour's Veribest
TRADE MARK

brand can be confidently recommended to the most particular people. Their quality is a never-failing password to the best homes in the land.

We have a splendid assortment of Store Signs—real eye catchers to remind your trade that you sell these quality products. Ask our salesman or write us direct; and don't forget

Armour Products are Made in Canada

ARMOUR AND COMPANY
HAMILTON, ONTARIO, CANADA

1602

Del Monte
BRAND
EXTRA
QUALITY

California's finest canned fruits and vegetables are packed under the DEL MONTE brand.

Handled everywhere by leading grocers who cater to the taste of people who want the best.

Wholesale distributers in every territory.

CALIFORNIA PACKING CORPORATION
SAN FRANCISCO, CALIFORNIA



If any advertisement interests you, tear it out now and place with letters to be answered.

CONSCRIPTION

Conscription of men for the war will soon take away from stores all over Canada HUNDREDS OF CLERKS. These experienced salesmen will have to be replaced with new clerks who will need a great deal of training on salesmanship and store practice.

Let CANADIAN GROCER *post them*

As a subscriber to Canadian Grocer you know how useful it is in giving information on salesmanship, store methods, window trimming, interior display, show-card writing, markets, etc. Let the new clerks you will have to take on to replace those experienced clerks who will be taken away by Conscription have a chance to read Canadian Grocer every month. You will benefit greatly by the increased efficiency it will help them to acquire.

PRESENT EACH of YOUR CLERKS with a year's subscription to Canadian Grocer and the practical information they will get from reading it regularly will soon show in the better work they will do. You will benefit as well as they.

The price for each subscription is only $3.00 per year—less than 6c per week. Send in the coupon below and we will send you bill later.

CANADIAN GROCER,
143-153 University Ave., Toronto, Ont.

Send Canadian Grocer for one year to:—

1. Clerk's name ..... Address.....

2. Clerk's name ..... Address.....

And send bill for these subscriptions to:—

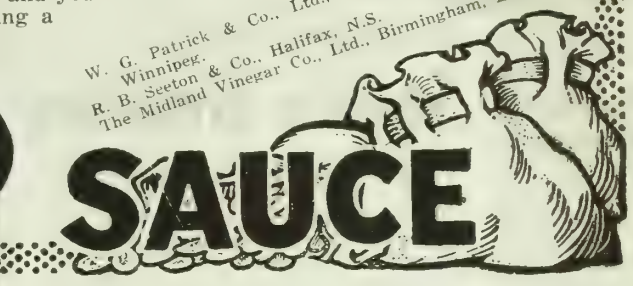
Name .....

Address .....

How Many Customers Have You
who have not asked for H.P. Sauce?

Our new extensive advertising is exciting a large demand, and your customers are buying it **Somewhere.** Wide-awake grocers are making a leading line of

W. G. Patrick & Co., Ltd., Toronto, Montreal, and Winnipeg.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



H.P. SAUCE

Hundreds are now making their own genuine but strictly Temperance Lager Beer at home with

Hop Malt Beer Extract

Big Sale--Good Profit—Repeat Orders.
Agents wanted everywhere. No license necessary. Get the sole agency for your locality. Particulars and terms on request. Write at once

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

PAPER BALERS



ALL STEEL CLIMAX FIREPROOF

"Turn Waste Paper, Cardboard, etc., into money."

Write us to-day.

Climax Baler Co.
Hamilton, Ont.

Wanted

One or more Detail Salesmen to push sale of an important Grocery Staple in Toronto and throughout Province.

Only men of capacity, good address and experience need apply. Special consideration shown applications from returned soldiers. Good salary to right man and engagement for definite term.

Apply in own handwriting, stating age, experience and references, to Box 232, CANADIAN GROCER.

More Dollars

You can make "Dollars Grow" out of your *spare time.* Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax - N.S.



Money for You in

Stable Brushes

Next time you get an enquiry for stable brushes, take the time to show your customer how the bristles of a Keystone brush are fastened in to stay in backs that won't break. Tell him how the bristles stand the hard work—go as far as you like and the Keystone brush will back you up in actual use. It means money to you. Will you try it?

Write for prices, etc., to

STEVENS-HEPNER CO., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

A GOOD SELLER



A PERFECT SAUCE

Bowes TRADE MARK

WORCESTERSHIRE SAUCE

Made and Guaranteed by:

The Bowes Company, Limited

Winnipeg - Toronto - St. John, N.B.

Have you tried

WETHEY'S ORANGE MARMALADE?

It has made a hit.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

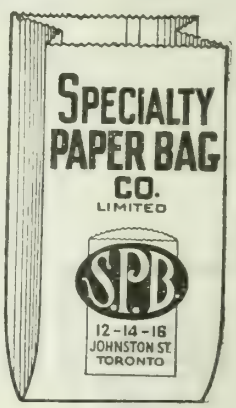
Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

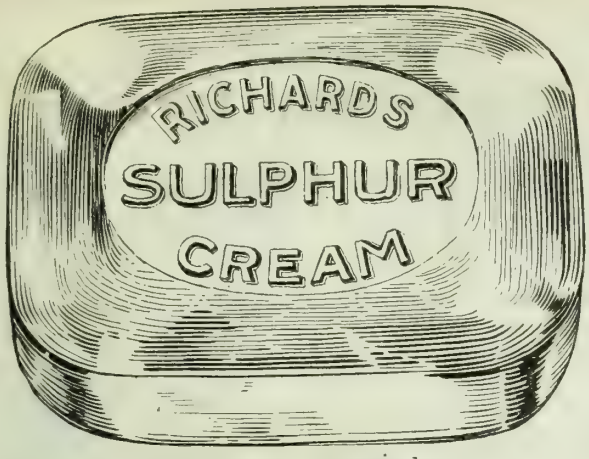
We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

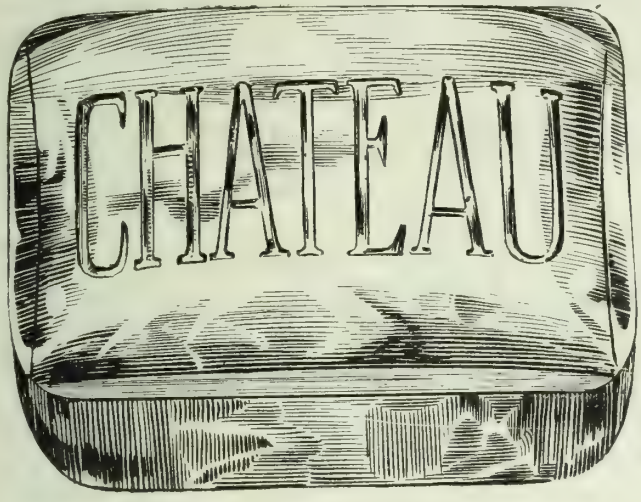
WRIGLEY BLDG., CARLAW AVE., TORONTO, CAN.

If any advertisement interests you, tear it out now and place with letters to be answered.



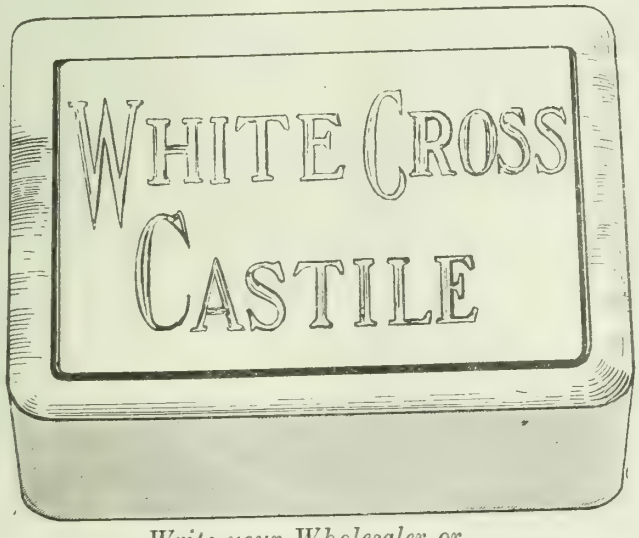
Trade Price, 45c per doz.

A popular seller worth displaying. It brings the customer back for more.



Trade Price, 80c per doz.

A snappy seller everywhere. The beautiful transparency and undoubted quality of this **RICHARDS** line make it a favorite with everybody.



Write your Wholesaler or

The Richards Pure Soap Co.
LIMITED
WOODSTOCK, ONTARIO



Gives the housewife full value

Century Salt is not a combination of cheap ingredients. It is pure, and pure salt goes further and gives infinitely better results.

Dealers handling it get real salt profits, because its quality keeps repeat orders constantly flowing in.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.



That daily display of "Lively Polly"

will keep your cash register ringing constantly with steady repeat sales.

The demand is continuous because Lively Polly Soap Powder gives absolute satisfaction. Stock up.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents: McLellan Import Co., 301 Read Bldg. MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

ROLLED BACON

Sugar Cured, Boneless, nice fresh goods and low in price.

Let us have a sample order from you.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER
ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0.95	$0.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms.

BAKING POWDER
WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.
JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2.40
Currant, Black	2.50
Plum	2.30
Pear	2.30
Peach	2.30
Raspberry, Red	2.50
Raspberry and Red Currant	2.40

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2-lb. tins, 2 doz. case	$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, ½ doz. in case	4.40
20-lb tins, ¼ doz. in case	4.25
Perfect seal glass jars in the case	3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 80c. or with Sauce, 4 doz. to case	$0.90
1's Baked Beans, Plain, 4 doz. to case	.95
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.15
1's Baked Beans, Chili Sauce, 4 doz. to case	1.15
2's Baked Beans, Plain, 2 doz. to case	1.60
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1.85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $2.45 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, $3 doz.; 3's, Chili Sauce, $3 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1.60
12-oz. Glass, Screw Top, 2 doz. in case	1.80
16-oz. Glass, Screw Top, 2 doz. in case	2.30
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2.30
2's Tin, 2 doz. per case	3.20
4's Tin, 12 pails in crate, per pail	.59
5's Tin, 8 pails in crate, per pail	.72
7's Tin or Wood, 6 pails in crate	.94
14's Tin or Wood, 4 pails in only, per lb.	.13½
30's Tin or Wood, one pail crate, per lb.	13½

BLUE

Keen's Oxford, per lb	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS
WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

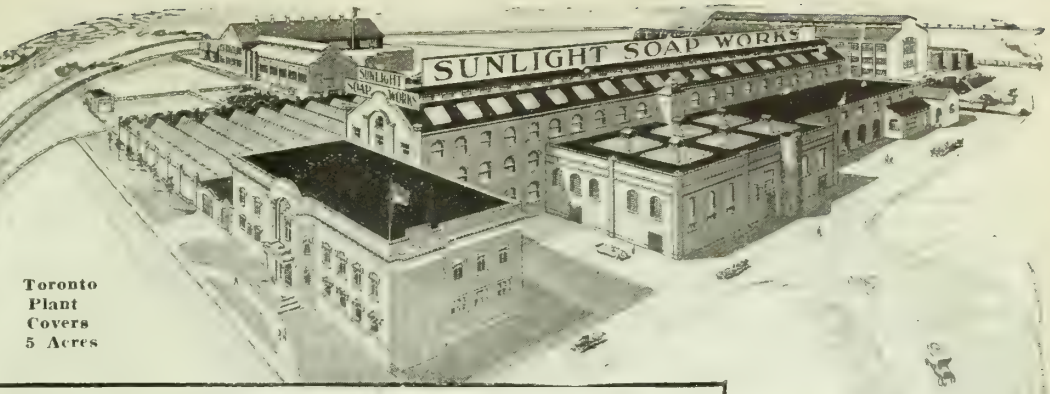
COCOA AND CHOCOLATE
THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36



Toronto Plant Covers 5 Acres

From South Sea plantations to Canada's stores—

The fact that we get cocoanut and palm oils from Lever Brothers' own plantations in the South Sea Islands and the Congo, accounts for our ability to make a soap of the super purity of

Sunlight Soap

yet keep the price within reason. More than that—our advertising is continuous so that Sunlight is already sold when you buy it.

Where perfect purity—and, therefore, real economy—is called for in a Soap, just remember Sunlight.

The Lever Brothers' "Big Five" makes a strong complete line: Sunlight, Lifebuoy, Lux, Panshine, and Welcome Soap Powder.

Lever Brothers Limited

Toronto, Canada







Brunswick Brand Sea Foods are reliable sellers

The delicious, wholesome qualities of these high-grade sea foods appeal to the taste of the most discriminating people.

Particularly during the warm weeks of Summer the light, appetizing Brunswick Brand will meet with approval everywhere.

Prove what real quality sea foods mean to your business by stocking and suggesting Brunswick Brand—the line that lives up to the dealers' best recommendation.

Stock from the following list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

Connors Bros.

BLACK'S HARBOR, N.B.



Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb boxes	0 39
Milk medallions, 5-lb. boxes	0 59
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ...
No. 16 Jar .....
No. 4 Jar .....
No. 10 Can .....

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can.....
No. 10 Can .....
Picnic Can .....

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 90
Jersey Brand, Hotel, each 24 cans	5 90
Peerless Brand, Hotel, each 24 cans	5 90
St. Charles Brand, Tall, each 48 cans	6 00
Jersey Brand, Tall, each 48 cans	6 00
Peerless Brand, Tall, each 48 cans	6 00
St. Charles Brand, Family, each 48 cans	5 25
Jersey Brand, Family, each 48 cans	5 25
Peerless Brand, Family, each 48 cans	5 25
St. Charles Brand, small, each 48 cans	2 50
Jersey Brand, small, each 48 cans	2 50
Peerless Brand, small, each 48 cans	2 50

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Branch, each 24 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED
MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef—½s, $2.90; 1s, $4.25; 2s, *$9; 6s, $34.75.
Boiled Beef—1s, $4.25; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions ½s, $2.90; 1s, $4.25; 2s, $9.



GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	**2 for 25c, equal to most 20c cigars.**
" New Noblemen Superiores	**2 for 25c, equal to most 20c cigars.**
" La Plaza	**2 for 25c, equal to most 20c cigars.**
" Promoter Blunts	**3 for 25c, equal to most 15c cigars.**
" Perfection	**3 for 25c, equal to most 15c cigars.**
" Grand Master Blunts	**4 for 25c, equal to most 2 for 25c cigars.**
" Lord Tennyson	**5 cent, equal to most 10c cigars.**

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

Marsh's

The Grape Juice most people ask for

After a trial the customer comes in again for a further supply of this Pure Concord Grape Juice.

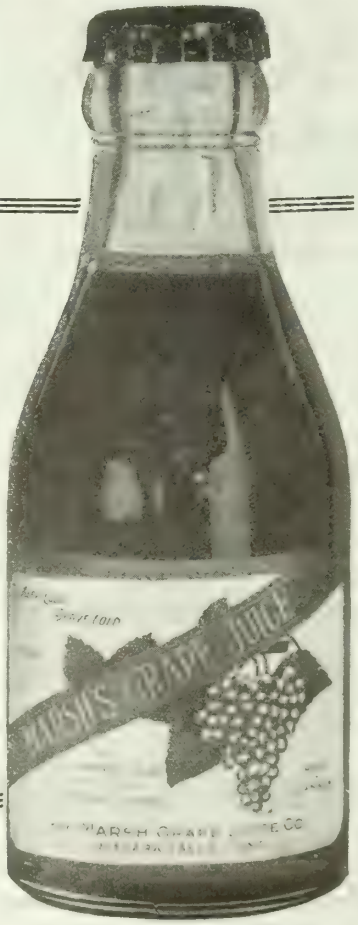
Stock it now and see the neat profits it offers you.

The Marsh Grape Juice Company

Niagara Falls - Ontario

The MacLaren Imperial Cheese Co., Limited

Ontario Agents



Cambridge Sausage, 1s, $1; 2s, $1.75.

Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.

Sliced Smoked Beef, glass, ¼s; ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal, ½s, $1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.

Ox Tongues, Glass, 1½s, $13; 2s, $15.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.

Individuals, 95c.

Tomato Sauce, 1¼s, $1.85; Chili Sauce, 1¼s, $1.85; Plain Sauce, 1½s, $1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, $2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.

Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITEE

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz., pts., doz.	1 20
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 30-lb. tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. $ 1 05

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho. dredge Per doz.
Allspice	$0 48	$0 95
Arrowroot, 4 oz. tins 90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window front 15c		0 95
Cloves	0 48	0 95
Cloves whole, 5c. pkgs., window front 15c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c pkgs., window front 15c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs
Dozens to case	4	4

PINEAPPLES

Now at the best for preserving.

STRAWBERRIES

Arriving daily from the South.
Fine quality, prices lower.

TOMATOES

Extra Fancy Quality.
Prices Lower.

Also all other Southern Fruits and Vegetables.

Send your order to the

"House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

Fruits and Vegetables

now coming freely

PRICES ARE LOWER.

Daily Arrivals:

Strawberries
Pineapples
Cherries
Tomatoes
Cabbage
Cucumbers
Carrots
Peas
Asparagus
Bananas
Oranges
Lemons
Onions

WHITE & CO., LIMITED
Front and Church Streets
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

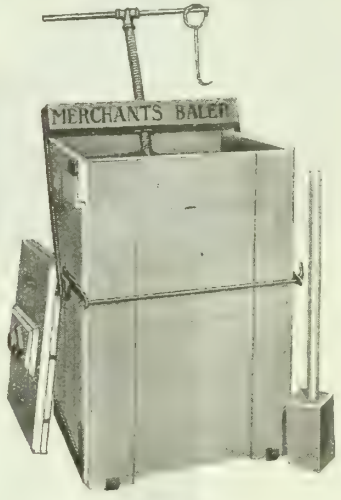
Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the

NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited

NEWMARKET, ONTARIO



1917
Improved

Van Berkel
Meat Slicer

Increase your Summer Profits on Cooked Meats

We saved an average Toronto grocer 80c a day last month with a Van Berkel Meat Slicer (new model).

We'll do as good for you. Write for catalog and prices. Easy terms.

The Hobart Mfg. Co.
149 Church St.
TORONTO

Sole Agents for Canada

INDEX TO ADVERTISERS

A

Ackerman, H. W. . 10
Anderson, W. . 51
Anchor Cap & Closure Corp. 14
Appleford Counter & Check Book Co. . Back Cover
Armour & Co. 49

B

Bain, Donald H., Co. 8
Benedict, F. L. 64
Betts & Co.. Inside back cover
Borden Milk Co. 1
Bowes Co., Ltd. 52
B. & L. Manfg. Co., Ltd.... 14

C

California Packing Corp... 49
Campbell Bros. & Wilson. 20
Cane, Wm., & Sons 62
Canadian Milk Products Ltd. 64
Catelli, C. H., Co. 15
Channell Chemical Co. .... Inside front cover
Chisholm Milling Co. 2
Clark, W., Ltd. 3
Climax Baler Co. 51
Cockburn, F. D. 7
Connors Bros. 56
Commercial Underwriters. 64

D

Davis, S., & Sons, Ltd. 57
Denault Grain & Prov. Co. 11
Dominion Salt Co. 53

E

Eckardt, H. P., & Co..... 59
Eddy, E. B., Co.. Front cover
El Roi Tan Cigar Co..... 9
Elliot, W. F. 10
Eno, J. C., Ltd. 17
Escott, W. H., Co. 8
Eureka Refrigerator Co. .. 19

F

Fairbank, N. K., Co., Ltd. . 57
Fearman, F. W., Co. 54
Freeman, The W. A., Co. . 54
Furnivall-New, Ltd. 14

G

Granger & Co. 2
Grant, C. H. 9
Gillespie, Robt., & Co. 8, 16
Griffiths, Geo. W., & Co., Ltd. 8
Griffin & Skelley 6

H

Hamblin-Brereton Co., Ltd. 10
Hargreaves, Canada, Ltd.. 16
Harper Presnail Cigar Co., Ltd. 19
Hobart Mfg. Co. 62
Horne, Harry, Co. 10
Hop Malt Co. 51

I

Imperial Rice Milling Co.. 58

J

Jacobs Bros. .... ..
Japan Tea Co. 12
Jarvis, F. S., & Co. 2

K

Kearney Bros. 6
Knox Gelatine Co., Inc., Chas. B. 18

L

Lambe, W. G. A., & Co. 10
Lemon Bros. 61
Lever Bros. 55
Lalonde, A. 10

M

Magor, Son & Co., Ltd. .2
Malcolm Condensing Co. 18
Mann, C. A., & Co. 19
Marsh Grape Juice Co. . 58
Mathieu, J. L., Co. 9
MacLure & Langley, Ltd. . 10
McLellan Imports 53
McCabe, J. J. 61
Mennen Chemical Co. 4
Midland Vinegar Co. 51
Millman, W. H., & Sons . 10

N

Nagle Mercantile Agency.. 11
National Licorice Co. .... Inside back cover

O

Oakeys 64
Ontario Grape Growing & Wine Mfg. Co. 60
O-Pee-Chee Gum Co., Ltd.. 5
Oury, Millar & Co. 2

P

Patrick, W. G., & Co. 10
Perry, H. L., & Co. 7
Pennock, H. P., & Co. 7
Pullan, E. 64

R

Red Rose Tea Co. 21
Regina Storage & Forwarding Co., Ltd. 9
Richards Pure Soap Co. .. 53
Rock City Tobacco Co. 11
Rose & Laflamme, Ltd. 11
Royal Blend Coffee 2

S

Sarnia Barrel Works 64
Scott-Bathgate Co., Ltd. .. 7
Shaw & Ellis Co. 63
Smith, E. D., & Son 13
Smith & Proctor 51
Specialty Paper Bag Co. .. 52
Spratts .... Inside back cover
Star Egg Carrier & Tray Mfg. Co. 16
Stephenson-Blake 61
Stevens-Hepner Co., Ltd. . 52

T

Tanguay, A. T., & Co. 11
Taylor & Pringle 17
Thompson, G. B., & Co. 8
Thum, A. & O. 64
Tippet, A. P. 6
Trent Mfg. Co. 64
Toronto Butchers' Supply. 64
Toronto Pottery Co. 22
Toronto Salt Works 64
Turgeon, E. 11

W

Walker, Hugh, & Son 61
Walsh, Martin M. 10
Washington's, Geo., Coffee. 60
Watson & Truesdale 8
Western Canada Flour Mills Co., Ltd. 63
Wetheys, J. H., Ltd. 52
White & McCart 10
White & Co. 61
Whittemore Bros. Corp. .. Inside front cover
Woods, Walter, Co. 9

For
Bread,
Buns,
Biscuits,
Cake,
Pie,
Tarts,
Puddings,
Doughnuts,
Pot Pie,
Etc., Etc.

A dependable "Family" Flour

PURITY FLOUR is more than a bread flour. It is a pastry flour. It is an all-purpose flour.

PURITY FLOUR

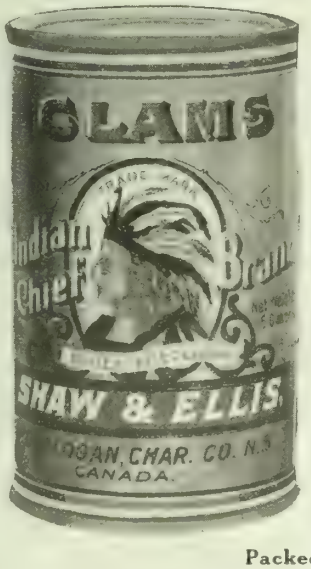
cannot be too highly recommended for the "family" baking. Its quality is unsurpassed. It is always uniform, always dependable, always good value for the money.

Make it your leader.

Western Canada Flour Mills Co., Ltd.
Toronto, Winnipeg, Calgary, Goderich, Montreal, St. John

INDIAN CHIEF BRAND CLAMS

Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By

SHAW & ELLIS
Pocologan, N.B.

Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED
HALIFAX, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

WANTED—SIDE LINES. WE ARE OPEN TO handle a number of side lines for manufacturers and jobbers. Good references.—Cleary Bros., P.O. Box 436, Sydney, C.B.

WANTED—EXPERIENCED CLERK FOR GENeral store. Married man preferred. Apply, with references, stating salary, to Lewis Bros., Richmond, Ont.

WANTED—MAN TO DO DELIVERING AND outside work around general store and to fill in time behind counter. Married man preferred. Apply, with references, stating salary, to Lewis Bros., Richmond, Ont.

FOR SALE

GROCERY NEAR VANCOUVER. STOCK, $1,200. Fixtures, $300. Stock at invoice price. Terms cash. Reason health failing. Box 231, Canadian Grocer.

GOOD GROCERY BUSINESS FOR SALE — established 20 years; good reasons for selling, dwelling attached; manufacturing city. Apply Box 230, Canadian Grocer.

GROCERY BUSINESS. DOUBLE BRICK stores with stable and drive shed attached. Established over twenty-five years; turn-over about fifty thousand per annum. Situated corner King and Princess Sts, one block from finest market in Ontario, one block from steamers and railway. Owner retiring from business. Possession at once if desired. Apply, L. W. Murphy, Kingston, Ont.

KLIM
READ IT BACKWARD
PURE SEPARATED MILK IN POWDER FORM. FOR ALL COOKING WHERE MILK IS NEEDED.
CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH
WELLINGTON
JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.
AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

LARGEST CANADIAN DEALER
ADEL. 760
WASTE PAPER
E. PULLAN TORONTO

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

BARRELS
(The best shipping package.)
We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

PROHIBITION

BY THE BRITISH GOVERNMENT

**of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than**

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England
846

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

APPLEFORD'S
SANI-WRAPPERS

Our papers are cleansed, treated and purified with Refined Parafine Waxes and Disinfectants. They add to the Freshness, Cleanliness and Purity of your goods.
They preserve the Color and Quality of fresh and Cooked Meats and are Germ-proof, Moisture-proof and Grease-proof. They will not stick to the Meat.



MUCH BETTER AND NO HIGHER IN PRICE.
ASK YOUR DEALER FOR SANI-WRAPPERS OR WRITE US DIRECT FOR SAMPLES AND PRICES.

Appleford's Carbon Coated Counter Sales Books are no dearer than the ordinary kind. Now made with new improved formulas and appliances and better than ever before. If you are not a customer, write us for a sample book.

Appleford Counter Check Book Co., Limited

HAMILTON, CANADA

IN THIS NUMBER—REPORT OF MANITOBA R. M. A. CONVENTION.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

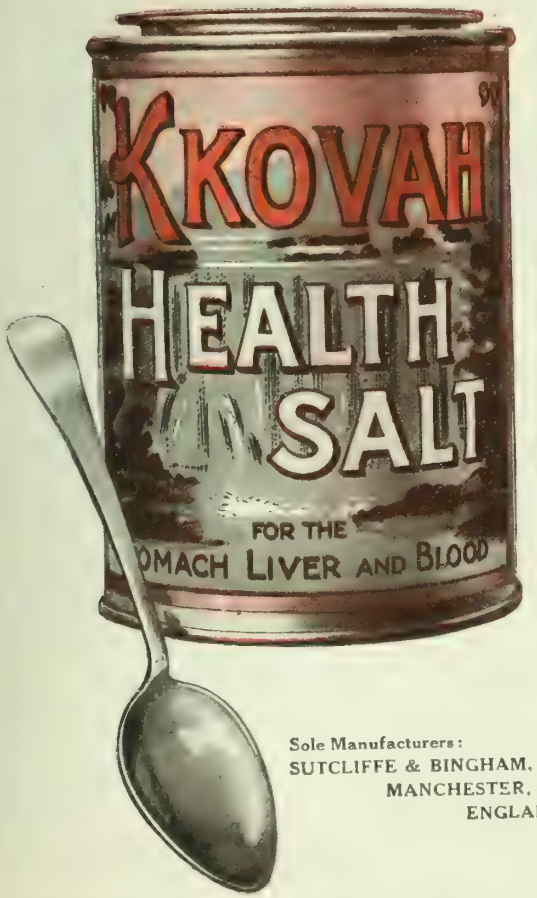
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, JUNE 15th, 1917 No. 24

Kkovah Health Salt

A teaspoonful in the morning makes life worth living.

The Premier Saline Aperient.





A Line Worth Pushing!

Worth pushing because it gives satisfaction always—secures the confidence of your customers—enchances your goodwill. There isn't a finer saline aperient on the market—*Britain's best.*

During the hot weather there will be a big demand—it makes a deliciously refreshing drink and there's health in every spoonful. Focus the demand to your stores—display "Kkovah" on your counters and in your windows.

If you don't stock it send your order ***now!***

Sole Manufacturers:
SUTCLIFFE & BINGHAM, LTD.,
MANCHESTER,
ENGLAND

Canadian Agents:
MACLURE & LANGLEY, Ltd., Front Street East, TORONTO.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

Preserving Season

is close at hand. Give your customer

St. Lawrence DIAMOND Granulated

and insure satisfaction and
success with these jams
and preserves

PROHIBITION
BY THE BRITISH GOVERNMENT

**of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than**

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no enhancement in same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "SECRETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

BORDEN'S



Don't let the Campers Trade escape you



Nothing will appeal so tellingly to the prospective camper as a supply of Borden Milk Products. Their well-known utility and great convenience have won for them an enviable reputation in every community.

Hence a display on counter, show case or shelves will remind those planning camping trips, picnics, etc., of Borden's suitability and good, active selling is sure to result.

While the immediate profit is worth while, the increased customer-satisfaction that every Borden sale produces, means a great deal to the grocer in steady, year-round sales.



Keep your stock of Borden's well displayed and get your share of the summer demand. Order from this list—

"Eagle Brand" Condensed Milk
"Reindeer" Condensed Milk
"St. Charles" Evaporated Milk
"Jersey" Evaporated Milk
"Reindeer" Coffee and "Reindeer" Cocoa.



Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

Have you tried

WETHEY'S ORANGE MARMALADE?

It has made a hit.

Make friends of your customers by recommending

Sani-Flush



Every housewife who knows its merit will welcome its use. Keeping toilet bowls clean and odor-free in warm weather is a necessary and disagreeable task. ***Sani-Flush*** makes it easy.

Tell your customers about the good features of ***Sani-Flush.*** Cleans the bowl thoroughly without dipping or scouring. Reaches and cleans the unseen trap. Will not injure bowl or connections.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario



The Profitable Demand

for **COW BRAND BAKING SODA** makes a display of this old-time favorite very advisable.

Its quality will justify your very best recommendation. Stock it. **Boost it.**

Church and Dwight

LIMITED
Manufacturers
MONTREAL

Before you build your home

You will save many dollars, avoid many mistakes, and add vastly to the satisfactoriness of final results if you make yourself thoroughly familiar with the book—

Building a Home

By Desmond and Frohne

These two men are editors of the *Architectural Record,* the leading paper in its field on this continent. The book is full of sound sense, and is inspiring and educational. Many fine illustrations assist the text.

The price, post paid, is $1.65 ($1.50 at our office). This price is as nothing in comparison with the value of the book to those planning to build.

The MacLean Publishing Co., Limited
143 University Avenue -:- Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.



This was the prize-winning window in the Vancouver Daily Sun's window display contest

OUT of many entries the judges selected the window trim of Geo. Payne, 24th Avenue, Vancouver, a trim conceived and carried out by a boy of 18 years.

This winning window is a striking example of the compelling power of "single" displays. There is a sales-winning appeal in the neat simplicity of this KELLOGG Product trim. All too often a window display loses its effectiveness through too many different lines being shown.

Make up a neat KELLOGG display to-day along the lines of the one here shown. The bigger sales resulting will prove to your satisfaction that single trims of KELLOGG'S are an unusual source of quick-selling and better profits.

Are you well stocked with KELLOGG'S Krumbles, Dominion Toasted Corn Flakes and KELLOGG'S other Products?

KELLOGG TOASTED CORN FLAKE CO.

Toronto, Canada, and Battle Creek, Mich.

W. K. Kellogg Cereal Co., Sales Agents, McKinnon Building, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

All these forces working for you

Shiriff's has been a familiar friend of discriminating cooks for thirty years.

Its reputation for quality extends all over Canada.

Shirriff's True Vanilla

is 50 per cent. stronger than Government requirements

It is made from the best vanilla beans the world produces (Mexican).

Our secret process brings out ALL the flavor.

Add to these special selling advantages your own selling forces and the result is profits worth while.

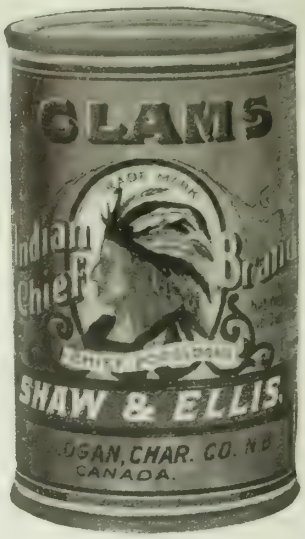


Imperial Extract Co.

Toronto

INDIAN CHIEF BRAND CLAMS

Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By

SHAW & ELLIS

Pocologan, N.B.



Wonderful Soap is an easy seller

The neat red label will help you to make nice attractive displays and after a first sale you'll find repeats coming in steadily.

The profits are worth going after. Stock up now.

Another good line is "Crystal Soap Chips."

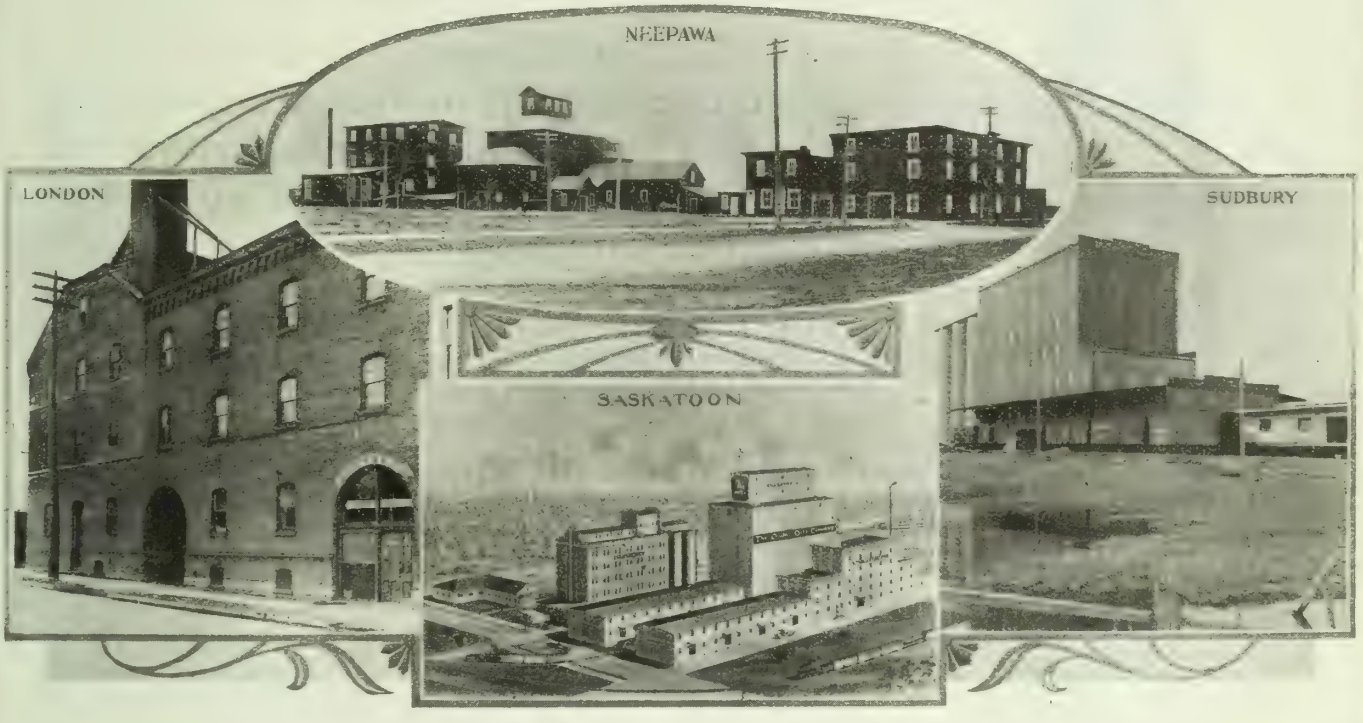
Guelph Soap Co.

Guelph, Ont.

THEN, NOW AND SOON



Our plant at Peterborough, on the night of December 11th, 1916.



As at present equipped to handle business on Quaker Oats, Tillson's Oats, Quaker Flour and Victor Flour, etc.

We have now commenced rebuilding at Peterborough a plant which will be the most modern and complete Cereal and Flour Mill on this continent.

The increased cost of building at this time will be great, **but we put first the need of serving the Canadian and British trade in the most efficient manner.**

We shall endeavor to post you of our progress from time to time, believing you will be interested.

The Quaker Oats Company

If any advertisement interests you, tear it out now and place with letters to be answered.

DAILY SALES and BIG PROFITS

are the rule when you display that most popular of all summer drinks:



Made in Canada

E. D. S. GRAPE JUICE

A special manufacturing process imparts to every drop of this Concord Product an irresistibly delicate flavor that brings the customer in again for another supply.

Counter and window displays of E. D. S. Grape Juice pull big results. Don't let the "heat wave" catch you without an ample stock to meet the big demand that is ever growing.

Order now and get your share of this profit making business.

E. D. Smith and Son, Limited

WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B. C. Merchandise Brokerage Co., Vancouver, B.C.

CLARK'S

Clark's

You realize, Mr. Business Man, that reputation is built upon quality and that your best advertising agent is the "sale" of quality goods.



PORK and BEANS



We also think you realize that Clark's Pork and Beans are THE quality Beans and the best of BUSINESS BUILDERS.

Keep your stocks to Standard.

W. CLARK, LIMITED
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem, than

Windsor Table Salt
Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company

Oshawa, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

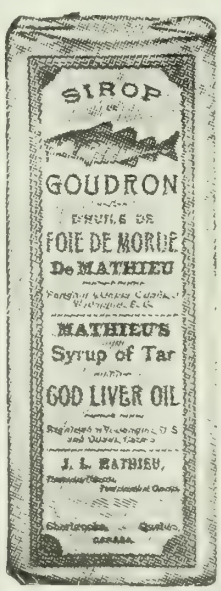
OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

Lots of Your Customers Require Mathieu's Nervine Powders



Mathieu's Syrup of Tar and Cod Liver Oil — a splendid body builder.

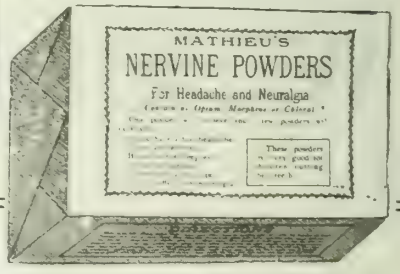
and will appreciate your suggesting this effective cure for headaches, neuralgia, etc.

Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

J. L. Mathieu Co.

PROPRIETORS

SHERBROOKE - QUEBEC



If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. **"Always on the job."**

Storage Distributing Forwarding



Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East

WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent.

We can handle a few more good lines. Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

Kindly mention this paper when writing to advertisers.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

The REGINA STORAGE & FORWARDING CO., Limited
Halifax and Sixth Avenue, REGINA, SASK.
WAREHOUSING CAR DISTRIBUTING COLD STORAGE

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers and Importers
During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.
205 CURRY BUILDING
WINNIPEG

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
508 Merchants Bank, Winnipeg
We have several good accounts, but can give you results on yours.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

Boutilier's "Golden" Finnan Haddies
Also
Herring in Tomato Sauce
SOMETHING NEW —
"Golden" Lobsters in ½ lb. flats. Nothing better on the market.
GEO. ADAM & CO.
410 Chamber of Commerce
WINNIPEG

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by $5.00 or $10.00 a week. The exact amount all *depends* on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

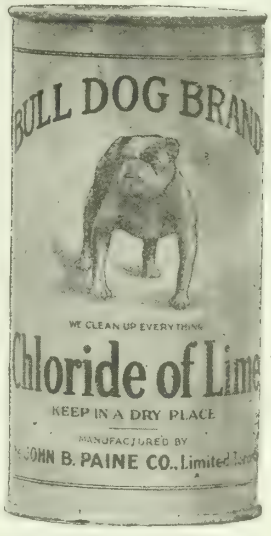
The MacLean Publishing Co.
143-153 University Ave.
TORONTO, ONT.

A quick turnover and a neat margin of profit

With a supply of BULL DOG BRANDS in stock you will be in a splendid position to meet every cleaning requirement of your customers.

There are 19 sellers in this quick-selling line and every one is a winner. Try them out.

"WE CLEAN UP EVERYTHING."



The Jno. B. Paine Company
Factories at Toronto and Winnipeg
Agents:
Mowat & McGeachy, Saskatoon. Oppenheimer Bros., Vancouver

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

POTATOES

in

GOOD DEMAND

What have you to offer?
Get in touch with us at once.

WHITE & McCART, LIMITED
Fruit Brokers and Distributors
TORONTO - - ONTARIO
'Phone Main 2319
Reference: Dominion Bank, Toronto, Ont.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
KITCHENER WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont.

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Maclure & Langley, Limited
Manufacturers Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Gallon Apples
Fancy and Choice
Seeded Raisins

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.
We carry stocks in our own Warehouse (when necessary).
We employ a steady staff of salesmen. (Get in touch with us.)

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

Loggie, Parsons & Co.
Merchandise Brokers and Manufacturers' Agents
Grocery and Drug Specialties.
"We cover Canada 3 times a year."
Foy Bldg., Front Street W.
TORONTO - ONTARIO

A Salesman Always on the Job

IT is the constant dropping that wears the stone away. It is the constant knocking at the door of attention and favor that in the end gives you ready access to the good-will of buyers of your merchandise.

You can keep up a constant knocking—a bid for attention, a reminder of yourself, a spokesman of your message—this by using regularly

The FARMER'S MAGAZINE

No man whose customers and should-be customers are farmers should be absent from their attention. Their will and purpose to buy may mature at any time. The salesman on the spot stands the best chance to get the order.

All this you know, but—do you live up to the behest of your knowledge?

Let us tell you more about **The Farmer's Magazine** in a special letter.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

One Inch Space $1.00 Per Issue on Yearly Order.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY,
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

Trade Papers are Pioneers of Business Expansion

SUCCESS COMES THROUGH KNOWLEDGE

TO know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

Full information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost $50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY $10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., Book Dept., 143-153 University Avenue

Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries this season is excellent.

Get your orders in early.

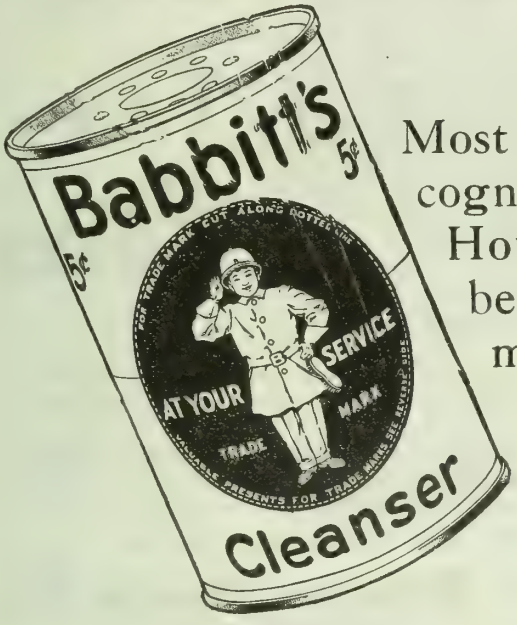
WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Are you acquainted with this selling proposition ?



Most Grocers know Babbitts. They recognize it as a real "snappy" line to feature. Housewives the country over know it to be the biggest cleaning value on the market—*a 10c. can for 5c., 100% satisfaction and Premiums for Trade Marks.*

If you are not selling Babbitts get a trial supply now and begin at once.

WM. H. DUNN, Limited, Montreal

General Representatives for Canada

DUNN-HORTOP, LIMITED, TORONTO, SPECIAL AGENTS

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than* $50,000 to produce, but it sells for

ONLY $10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

You should sell

REGINA BAKING POWDER

It's a big favorite with every woman who has ever tried it. Put up in 16 oz. tins only. Retails at 50c per lb.

Keep a stock displayed and note the "repeats."



The Robert Gillespie Co.
WINNIPEG, MANITOBA, *Agents for Canada*

The New Breakfast Food



Dutch Tea Rusks

They are **appetizing, wholesome,** and **nutritious,** containing **eggs** and **milk.** Quickly prepared, and easily assimilated.

Packages are **attractively labelled,** and lend themselves to **displays,** both for store interior and the window.

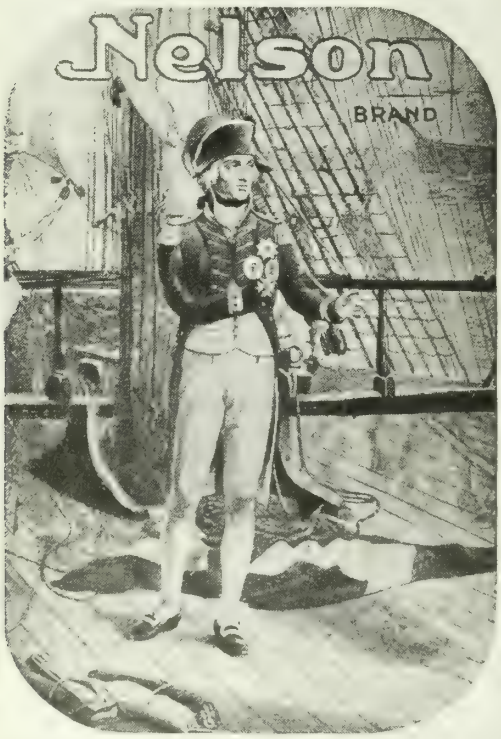
Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada

NORWEGIAN BRISLING
(SARDINES)

Not to be mistaken for Sild, or what you buy as Sardines!

THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE
STAVANGER (Norway)
Apply: Standard Imports, Limited, Montreal

If you have failed to put

OCEAN BLUE

in your window; if such a QUALITY article is out of sight; if your clerks omit to mention Ocean Blue, many of your customers will buy it elsewhere. They get the impression that you don't stock Ocean Blue, and buy from other dealers.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba, Saskatchewan and Alberta W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon Creeden & Avory Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

You can guarantee it

Every leaf in the Red Rose Tea package is—

Pure,
fresh,
clean,
full flavor
full strength.

We guarantee it. You, in turn, can guarantee it to your customers.

When offered a *bargain* in tea get a sample of it first and test it, as owing to the scarcity of tea a lot of stuff is going around that is very poor, and China Congous are being mixed in with other teas to cheapen them.

The honest opinion of any tea expert will be that the quality of Red Rose has been strictly maintained through all these market changes. Surely a safe tea to hand out to your customers.







Quality and Prices that will interest every customer

Here are three delicious Canadian - made table favorites:

H-G Sauce,
E-P Sauce, and
Ta-Bell Vinegar.

Send for samples. Get your customers acquainted with the unequalled goodness of these lines. Then you'll find the demand steady and the profits worth having.
Order now and support Canadian enterprise.



The Canada Sauce & Vinegar Co.

519 King St. W. - Toronto

It's easy to sell because it's needed in every home

Here are a couple of good sellers from the big line of good-looking, useful pottery we are offering the trade. Send for our complete illustrated list.



Preserve Jars
(With Stone Covers)

	Per doz.
¼ gal.	$1.15
½ gal.	1.50
1 gal.	2.00
1½ gal.	2.50
2 gal.	3.60
3 gal.	5.00
4 gal.	6.50

Jar can be made air-tight by sealing with wax.



Black Top Tested Shoulder Jugs.

	Per doz.
¼ gal. Imperial	$ 1.02
½ gal. Imperial	1.53
1 gal. Imperial	2.04
2 gal. Imperial	4.08
3 gal. Imperial	6.12
4 gal. Imperial	8.16
5 gal. Imperial	10.20

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



Let this card help you Your stocks of Keen-Colman Products will move more rapidly if you get one of these handsome show-cards working for you. Ask us to mail you one. Hang it where it gets the eye—then watch your stocks diminish. Write for that card now.

Magor Son & Company, Limited, 30 Church St, Toronto, 191 St. Paul St., Montreal

ROYAL ACADIA SUGAR

EVERY GRAIN PURE CANE

The Sugar that every housewife likes

The peerless sweetening qualities of *Royal Acadia Sugar* have met with unstinted approval from the most particular housewives.

Every quality grocer should make a point of featuring this splendid line. A trial order will convince you of its selling value. Try it out.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half barrels and barrels.

The Acadia Sugar Refining Co. Limited

Halifax, Canada

CANADIAN GROCER

Vol. XXXI. TORONTO, JUNE 15, 1917 No. 24

Manitoba Retailers Meet in Winnipeg

Enthusiastic Welcome by the City Greets Delegates — Speeches of Welcome Open Session—President Rannard's Earnest and Forceful Address, Deals Broadly With Issues More Than Province-wide.

THE Third Annual convention of the Manitoba branch of Retail Merchants' Association convened on Tuesday morning, with a very fair gathering of delegates in attendance. The morning was spent in getting acquainted. The formal session of the conference started on Tuesday afternoon with President C. F. Rannard in the chair. His Worship Mayor Davidson extended the welcome of the city to the visiting delegates in some happily chosen words in which he lauded the work being done by the Association. President G. W. Markle of the Winnipeg branch, on the part of the local association added the welcome of the different members of the trade resident in Winnipeg to their visiting fellow workers.

Horace Chevrier, President of the Dominion Association replied expressing the appreciation of the Association as a whole of what the different Associations were doing, and meeting particularly the beneficial activities of the Manitoba Association one of the newest among the Provincial Associations.

Some other members spoke in appreciation of the welcome of the city of Winnipeg and the local Association, after which President Rannard gave his official address.

President Deplores Party Feuds

Address of President Manitoba Branch Retail Merchants' Association—Prohibition Has Helped Trade in Manitoba.

PRESIDENT RANNARD, in his address, referred to the deplorable petty partyism at Ottawa, which has been seriously interfering with Canada's progress in the war. He intimated that the true feeling of the general public in Canada is not being reflected by the country's representatives at Ottawa. The situation, he declared, appears especially deplorable to business men. President Rannard also referred to the excellent results of prohibition in Manitoba. He explained how drunkenness had decreased — how business had been improved—and how children in the schools in the poorer districts of Winnipeg are better clothed since prohibition went into effect a year ago. President Rannard urges the extension of the cash system in the West. He also urged merchants to make a closer study of the needs of the public. President Rannard's address follows:—

When you honored me first two years ago



View in Portage Avenue, one of the show streets of the Convention City.

with the office of President of this Association, Canada had already been in the grip of the greatest war in human history. The first flash of war activity was over and her resource power was being called upon. But although this was true the past year has been a period of real testing. It speaks well for the calibre and largeness of our men that Canada has passed through this period with credit and faces the future with a determination to do all, and to bear all, in the name of Liberty and Right. We have almost forgotten our old differences and we find that in the matters that really count at this moment—the vigorous prosecution of the war to a victorious ending we are one in intention and desire. This unity among the people should be reflected in the Parliament at Ottawa. All party feuds and griefs should be forgotten and new issues not related to the war should be allowed to stand until we complete the task in hand. But while party spirit is low in the country it burns high at Ottawa and the great and pressing business, which calls for all our energies, has to wait until wretched partisan wrangles are settled. It is a situation that must appear specially deplorable to all business men. Cannot we expect that our leaders will give us a National Government composed of the very best men that can be selected in Canada, with one spirit of co-operation and patriotism so that our Canada's splendid record in the war to-day may not be blemished by any failure in the final phase of this terrible struggle.

The true men of our country have given themselves heart and soul to their country's need. Many have paid the supreme sacrifice in the firing line. Of those, truest of all patriots, we express our deepest appreciation.

Many Canadians are not yet awake to the fact that this war has gone to the length of a grim death struggle. One speaker who came from the battlefields of France gave this advice, "Take five minutes each day to think as hard as you can what this war means to you." I would add to this, try to conceive, if you are not of craven heart, what defeat to Canada would mean. Think!—think hard—victory is far from certain. England and France are in a death struggle even though the United States has entered the war as their ally. In the name of all that you hold sacred do not deliberately refuse to realize that this is your war. And the Retail Merchants' Association, now assembled, must recognize this tremendous fact.

In view of recent events our Government throughout the Dominion must be urged at once to take drastic measures to the utmost limit of the law to punish all treasonable conduct of individuals or organizations. This would have a salutary effect upon the confused and hesitating attitude of certain peoples of this country in this time of crisis through which we are passing.

I recall, how during the Civil War, President Lincoln dealt with Congressman Vallandingham, an anti-draft and "Peace at any price" exponent. Vallandigham was court martialled for his conduct and sentenced to imprisonment, but Lincoln, exercising his war powers, ordered Vallandigham sent to the enemy's lines. At Murphysboro General Burnside carried out the command, and the anti-draft advocate was sent across "No Man's Land" to the enemy. I am convinced that to-day the same punishment should be meted out to anyone who opposes any effort to win the war. This may, possibly, seem rather radical but it is now opportune for us to speak out in this time of stress and tragedy.

Again, this war demands that the nation put its shoulder to the industrial wheel and concentrate on necessary work only. The sooner the public gets over the idea that we want "business as usual" during this great war the better for all. We must drop all unnecessary work and expenditures immediately and concentrate on the immense volume of work that has to be done. Business should get rid of any foolish fears that economy would bring on a general paralysis of industry and trade. There is no danger of not having work for everybody. The trouble is that there is more work in sight than can possibly be done, and the question is whether we shall cut off luxuries or necessities.

By thrift and self-sacrifice, bravery and determination, the war will be brought to the successful conclusion desired. All we want out of this war is a victory which will guarantee security and the liberty of democracy that will light the future years as a star of the first magnitude or, even as the sun lights the heavens. And we have the will to get that victory, because we have set our teeth to win no matter at what cost.

Again, this struggle has emphasized the alarming labor unrest in the country. I would suggest that we plan to eliminate labor disputes during the war by creating nation-wide machinery for mediation. This could be brought about by co-operation, influential employers, and labor representatives, in every industrial centre being formed into an organization to co-operate with Federal and Provincial mediators with the object of influencing employers and union



C. F. RANNARD.
President of the Manitoba Retail Merchants Association.

leaders to submit to abitration. They would have no Government authority but I feel confident that such influence would guarantee mediation in most cases.

Do you know greater production is being hampered by organized effort on the part of our pro-enemy?

This would be fashioned after Britain's method with labor. The British Government Act provides there should be no stoppage of work upon war munitions and related industries, but all differences shall be arbitrated. Women are employed where no men are out of work and must receive equal pay. The Government agrees that the places of men will be returned to them after the war. Munition workers are enrolled as munition volunteers and are assigned by the Government to the various parts of England.

Landlords are prohibited from raising rents, and employers from reducing wages of pensioned soldiers who have returned to their former employment. The Government joins with trade unionists in their opposition to child labor on the ground that if the war were won under those conditions it would be really lost as future generations would be destroyed. As to the wages, these should be increased according or in proportion to, the increased cost of living, but we must remember that the high cost of living is largely caused by all demanding more for their services.

Prohibition Helps Trade.

But although the war looms so largely on our horizon there are other things we cannot refrain from mentioning. This is the first anniversary of prohibition in Manitoba. What a good year it has been! This improvement is evidenced in larger stocks on merchants shelves, and quicker returns. Accounts have been paid more promptly. Also, it has been noted by many school teachers in the poorer districts in this city that the children have come to school better clothed and better fed. But this is not the only improvement. How rarely to-day do we see a man the worse for liquor on our streets? Our jails have been so empty this year that the cells have been lonesome. It became a double punishment to be there. Manitoba—for the eleven months' period from July, 1916, to May, 1916, drunks numbered 3,223. From June, 1916, to April, 1917, the last month for which reports had been completed, the total was 724 drunks listed, a decrease of 2,400, or, in other words, a decrease of from 9 per day to 2 per day.

It has been said that to pass legislation is one thing but another thing to administer it. These statistics, however, show how well the law has been administered, and it is only fair to say to the Government, and those who are charged with the direct responsibility of enforcing the act that they have our thanks and confidence. I am sure that intoxicating liquors sold over the bars will never be allowed in this country again. This association cannot do otherwise than place its stamp of approval up the inestimable good resulting from prohibition during this past year.

Drink has killed millions. Prohibition will save millions. Can you imagine what this will mean to our country in the future? I leave you to answer the question.

Our industrial and commercial system depends upon the people for existence. Each individual enterprise, be it farming, mining, manufacturing, wholesaling or retailing, depends for its success upon how well it fits into the great human economy and how well it serves its immediate community of customers. The unsuccessful store or factory is one that adopts a policy which does not conform to the harmony of the entire system or which does not serve its customers in the way they want to be served. Society notifies such that the right kind of service is not being given by cutting down its custom and thereby cutting down its profits.

Attempts may be made to overcome these weaknesses but in the long run people for whom our whole commercial system exists will eliminate that part of the system which is responsible for holding the price much above the cost of producing and handling. They will cease to trade with the merchant whose advertising on goods is dishonest and will buy as little as possible from the salesman who does not treat his customers with courtesy, or who does not serve them as they want to be served.

It is important that we get a clear conception of the social function of selling. It must never be forgotten that business is intended to serve the people and that the people are not to serve business. It is for customers that you and I are working. It is the customer which you and I are to please. Satisfactory service to customers is the keynote of good salesmanship.

Efficiency is the Watchword of Modern Merchandising.

Scientific management is being introduced into the industrial field and because of this the cost of production will be reduced to a minimum. The principles which are being applied to farming and manufacturing can be successfully applied to the distribution of merchandise. Modern retailing requires careful study owing to the growth of a number of special problems. Dealers can-

not afford to overlook the problems which they are facing in the competition among themselves, competition with neighboring towns, competition with distant cities, competition with the various "direct to consumer" movements being promoted here and there. Rising prices due to the increased cost of raw materials have reduced the scale of net profit.

Cash vs. Credit.

Every merchant should make a study of whether he can best serve his customers by cash or credit. I would urge upon you the desirability of the united effort to speed the day when retailing in our Western Provinces will be on a more cash basis. Credit was necessary when the West was in the making but it has encouraged men to assume a load of debt beyond their capacity. It has caused a heavy loading of interest—bad debts, and the indirect cost of resulting inefficiency of retail service. The banks have taken the initial act to encourage the farmer in cash buying.

We can help solve some of these problems ourselves but we must seek assistance from other sources as well. If we find obstacles are placed in the path of our progress by any other branch of business we must make every effort to overcome them. Each part of our system of distribution will have to justify its existence on a basis of practical economy. Failing this it will have to step aside.

Then again demands of the public for greater variety and increased service call for advanced knowledge in merchandising and show our need for a system which will provide intelligent help in selling. Would it be safe to say that this problem would be solved through our public school system, the high school, and the university? Salesmanship and the general principles of retailing should be taught in our educational institutions. Some provision should also be made by which men now engaged in business could attend short courses in modern merchandising.

The merchant must be an asset to the community. He not only is the right medium for the distribution of merchandise but he should so impress the public that he is filling his position in that respect so that they in turn will give him their support. The succesful merchant will support to the best of his ability the local newspapers, churches, schools, and every good organization that helps to build up the community. We recognize to-day better than ever before that we are to render satisfaction to our customers and obtain for ourselves that profit to which we are entitled. This means that we must buy right, advertise right, sell right, and adopt a general store policy that is right towards our customers.

In addition to the problems already mentioned a consideration must also be given to securing uniformity in taxation. You know, and I know, that our present system of taxation has favored big business to such an extent that it stands condemned We are entitled to no more, and we should receive no less. In the conduct of our business as retail merchants, we simply ask that there be uniform conditions fixed for all engagements in the retail business.

What I have said regarding taxation also applies to business in general. I am informed that rural municipalities make practically no effort to recover licenses from hawkers, pedlars, and transient traders. We must demand a change by which no special favors are granted to any class of business men. We should have no great difficulty in having these requests granted as we have right on our side.

Another problem will be that of insurance.

You have been requesting for some time the starting of our own mutual fire insurance.

The organizing of a mutual fire insurance company is not difficult. Our provincial law makes this easy. It requires the securing of a charter and at least thirty members guaranteeing $50,000, of insurance.



The Industrial Bureau, Winnipeg, where the Convention is being held.

This, then, is on our program, as you will notice, on Thursday, and I hope that the Merchants' Fire Insurance Association of Manitoba will have become an actual fact.

Daylight Saving.

Again, no doubt, you will have all noticed by the papers that the Government has decided to put into force daylight saving throughout the Dominion. This is one of the things for which this Association has always stood and now heartily endorses the act of the Government. We would urge that the day for putting forward the clocks be set as early as possible.

These problems which I have mentioned are but a few of the many which are entitled to our consideration but which lack of time prevents me from bringing before your notice. However, I think I have shown that the scope of the Retail Merchants' Association includes more than merely selling an article over the counter.

We are fast passing by the day when the true picture of a business man was one who sat behind the windows of the great buildings that front our thoroughfares with his hand on the throttle of his community's, or his country's, industry, with every nerve and faculty alert to detect in the ceaseless roar about him the least sign of deviation from the path he is forcing commerce to take.

Too many men to-day are atoms tossed by the unremitting tempest of business interests instead of being the force behind the tempest. In other words, business rules their lives. Business is the utmost limit of their horizon line. Their gaze is on the sordid rather than supernal, the scum rather than the sky, the low rather than the lofty. Every being with whom they deal is measured by the business standard alone. The possession of dollars, or the lack of them, is all they can see. But even in business we are recognizing that there is more to the individual than just the dollar value, and the call for the public spirited business man who can realize this fact is ever insistent.

It is the man who answers this call that will feel the truth of the fact that every business transaction makes for better or for worse in the community. Retailers must be champions—driving dishonor from business.

The towers of our new and expanding commercial enterprises rocket up into the sky and herald new eras of business. But if they do not at the same time spell for the community, further humanitarian advancement, they fail in their high calling.

The multiplied wheels of industry whirr and sing of the country's life. But if that song is to be the nation's heart-throb it must have in it the note of a happy people, because that industry is honest and four-square to the world.

Every home of industry must be, not only a monument of commercial enterprise, but a Statue of Liberty signifying to the world the larger life that such institutions bring to the people. Only is a country blessed by its commercial enterprises when it is not rule by them but lifted, not enslaved, but liberated.

The members of this Retail Merchants Association are nerve-ends of a great business organization reaching out and touching the people. They are the mediums between large interests and individuals. Because of this they can be the means of bringing these together as factors in the country's upbuilding rather than factions hindering its progress. And the great work of bringing about the solidarity of the nation we, as an association, can be a powerful influence if, in this way, we act the motto, "Not dollars only but brotherhood"—a brotherhood that would make ours a Great Manitoba—ours a Great Canada—ours a Great Empire.

PROVINCIAL SECRETARY OUTLINES THE BENEFICIAL ACTIVITIES OF THE ASSOCIATION

The report of the Provincial Secretary, J. H. Curle, dealt at some length with the general history of the Retail Merchants' Association, outlining its development from the early days of the first Association in Toronto, to the Dominion-wide Association, with its vast membership and its unquestioned power to serve the merchant. All through its history the Association had championed the cause of the merchant, beginning with the reform of the Assessment Act in Ontario, the activity of the Association was one long series of activities for the betterment of business conditions. Notable among the advances made was the fighting of the trading stamp evil, a long and serious fight in the interest of both retailer and manufacturer, that only ended when the Dominion Trading Stamp Act was placed on the statute books. The Gold and Silver Marking Act was another triumph for the Association. The Pure Food Act was also so amended at the insistence of the Association that it was now possible to enforce the law against adulterations. As a protection against unscrupulous merchants, the Association fathered the False Advertising Act making it a crime under the Criminal Code to make false statements in any advertising. In these ways the Association has protected not only the honest dealer but the customer as well.

A little over three years ago the Manitoba Board united with the Dominion Board. During that time much had been done for the benefit of the retailer. The Small Debt Court had been secured in Manitoba by the Association and the coming session will likely see some further legislation asked for, notably legislation governing the operations of transient traders. These were some of the outstanding points that the secretary outlined in his report.

Urge Retailers to Make Position Clear

Were Getting Bad Name Through Ignorance of Consumer—E. B. Moon, Chicago, Makes Some Interesting Suggestions—Suggests Ways of Combatting Mail Order Competition—Inefficiency a Stepping-stone For Competition.

W. R. INGRAM, of Swift & Co., a representative of the Manufacturers' Association, in addressing the convention, placed the onus of blame for the high cost of living on the general war conditions, and fully exonerated the manufacturing classes from the stigma of undue profiteering. He urged that every available method should be used for cutting down the cost of doing business and spoke favorably of the Cash and Carry system that was gaining such a hold in certain sections of the United States and even in Canada. He contended that the main reason why the public blamed the retailer for the high cost of living was that the retailer had made on effort to show the public generally just where the increases arose. The dealer should be able to discuss intelligently every phase of the situation and so free themselves from the stigma of having been the reason for the increased charges.

E. B. Moon, of Chicago, speaking on methods of meeting outside competition, laid great stress on the item of advertising. He thought that in meeting the incroachments of the mail order house the dealer could not do better than take a leaf out of their book. They might with advantage to themselves pattern their advertising on the alluring and enticing phraseology of the mail order catalogue. He also urged the extensive use of private mailing lists, that should tap the whole community, not forgetting to place on this list the names of children, who were among the most diligent readers of such circulars and could be counted on to do their part in the matter of furthering this advertising campaign. Another suggestion made by Mr. Moon was that grocers should buy a car of sugar at preserving time, selling at practically cost, making up on other lines of goods sold for the lack of profit in this one line.

Dealing with the other phases of business, Mr. Moon stated that it was impossible to overestimate the necessity of knowing the actual cost of doing business. The failure of so many grocers to pay sufficient attention to this great essential of their business was making it easy for the inexperienced to do business, and thus raising up an element to compete with themselves. The days were coming, he contended, when the man who did not pay attention to this side of his business would not be able to continue in business for unquestionably we were seeing the dawn of a new efficiency in retailing. He urged in conclusion the service that could be given by the traveler in training the merchant in the knowledge of the goods handled.



J. H. CURLE,
Secretary of the Manitoba Retail Merchants Association.

COUNTRY NEWSPAPERS NEED SUPPORT

Merchant Who Does Not Advertise Is Handicapped—Good Will of Customers Is a Great Necessity

ON Wednesday afternoon, W. J. Keyes, of the Kelvin Technical School, delivered an address on "Better Business," country newspapers and retail merchants working together. The address in part follows:—

"Every man in business needs the service offered in the columns of the live newspaper if he wishes to develop his interests to the maximum. It is true that there are men who have made fortunes without advertising—but why try to labor under so great a handicap?

The time when everybody will know about you will never come. The audience of the business man is a constantly changing one. You have got to tell people who and where you are and what you are offering. And you have got to keep on telling.

If you are a good merchant, the biggest investment you have is not in stock, but in the good-will of your customers and good advertising, backed by good business methods, is a short cut in obtaining goodwill.

Big Corporations Advertising.

The big corporations—corporations who have what appear to be monopolies are spending hundreds of thousands of dollars every year for good-will—such firms, for example, as the Bell Telephone Company, the Pullman Car Company—even your old friend the American Sugar Refining Company, from its receipts of the fiscal year has set aside $1,000,000 as part of its reserve for advertising purposes.

This is probably the first time that a corporation has recognized advertising as a fixed liability on the same basis as insurance, betterment, depreciation and pensions.

This new departure puts advertising in newspapers and in magazines in its proper place in business estimates—not as a contingent or fluctuating item, but as a necessary permanent fixed charge, inseparable from the proper conduct of the year's output and sales.

Results of Advertising.

Kitchener's Army—the army that gave us time to prepare to do our bit and take our place in world affairs, was raised through advertising. Seven thousand recruits were brought into the British War Office shortly before the war broke out by advertising at 57 per cent. on the cost of old methods of recruiting.

At Dublin, a most difficult recruiting centre, the previous recruiting rate was doubled in a fortnight.

The first British war loan of three hundred million dollars was subscribed for in two weeks through advertising.

The Admiralty put on an advertising campaign that increased recruiting in that branch of the service from an average of 100 a week to an average of over 1,000 a week.

The successful experience of the Dominion Government in advertising for settlers, in stimulating the demand for Canadian fruit, fish and other products, caused it to turn to advertising as the means of marketing Government war bonds and loans, and in each case the issue was over-subscribed—in the case of the last issue the books were open only two weeks. Sir Thomas White asked for $150,000,000, and advertising brought him requests for over $100,000,000 more than he asked for, and I do not think it will be long before provincial governments and municipalities will take advantage of advertising's economical salesmanship to market bonds and debentures.

Japan is advertising various lines—tea, for one—to promote a better feeling for that country on this continent.

Examples of Advertising Successes.

The foregoing data may give you the impression that advertising is for governments and large manufacturing concerns only. That it is not for the merchant—but the reverse is the case. Thousands of merchants found the secret of successful advertising long before the large corporations discovered it. That wizard of merchants, John Wanamaker, sold the entire edition of the Century Dictionary and Cyclopedia (a work in ten volumes, for which the purchaser had to pay from $80 to $120 a set) by advertising, and those of you who have had experience in selling books will appreciate the magnitude of that undertaking.

A knife grinder in Cleveland started in a small way. He has been able to buy a new cash register every year since starting business, and each time a larger one, because he has been able to put an edge on his advertising as well as cutlery.

Seven brothers operate a wholesale plumbing establishment in Cleveland, and by their unique business methods keep their books

(Continued on page 29).

C.M.A. Convention in Winnipeg

Forty-sixth Annual Convention of Canadian Manufacturers' Association — Appointment of Inland Trade Commission Not Likely — Knowles Bill Beyond Policy of Government—Workmen's Compensation—Railway Tariff Increase Unopposed.

ECONOMIC questions of great import were the subjects of consideration at the forty-sixth annual convention of the Canadian Manufacturers' Association, held at Winnipeg for three days, from June 12 to 14. With five hundred members on hand, representative of the manufacturing industries of the Dominion, the convention was fittingly opened by a short address from the president, Colonel Thomas Cantley, of New Glasgow, N.S., whose allusion to the great war shadow under which the association was met, expressed adequately the spirit of the whole convention.

Inland Trade Commission

The question of the establishment of a Commission of Inland Trade was extensively dealt with in the report of the Legislation Committee, for early in the year the Association was invited by the Retail Merchants' Association and the Wholesale Grocers' Guild to be represented on a delegation which these bodies were organizing to wait upon the Government for the purpose of urging the establishment of a Commission on Inland Trade.

Through a sub-committee which attended some of the conferences which preceded the interview, the committee found that the movement owed its origin to two things: first, the investigations that had been commenced by the Minister of Labor under the price control Order-in-Council of November last, into the methods of merchandising practised by the wholesale grocery trade, particularly in connection with sugar; and second, the introduction of a bill into the House of Commons by Mr. Knowles, of Moose Jaw, to amend the Criminal Code by making it an offence punishable by three months' imprisonment or a fine or $5,000, or both, for any manufacturer, wholesaler, merchant or dealer to sell his goods under any form of resale price agreement.

This bill, if passed, it was contended, would affect practically every trademarked article or commodity that is nationality advertised as purchasable through the retail trade or through agents at a fixed price, such as automobiles, pianos, agricultural implements, canned goods, toilet preparations, and all kinds of grocery and hardware specialties. So serious was the interference which it threatened with the businesses of a great many of our members, that the committee was deluged with letters, requesting that prompt action be taken to ensure its defeat. From the beginning, however, the committee felt that the bill need not be taken too seriously, because of the fact that it went far beyond the policy which the Government itself had announced for the purpose of protecting the public against abuses of price fixing and exorbitant profits, and could only be made operative by over-riding an Order-in-Council which the Government was administering with a good deal of vigor.

In so far as the price control Order-in-Council itself was concerned, the committee recognized that the Government's action was dictated more or less by political necessity. In a matter of such great public concern as the steady advance in the cost of living, the Government could not afford to show itself indifferent to price maintenance agreements of any kind, and while the investigations it undertook were frequently disturbing to legitimate business, the committee felt confident that in the long run those investigations would clearly establish the fact that many trade practices and agreements, which upon superficial examination appeared to be against the public interest would eventually be shown to be not only justifiable, but in the real interests of the consumer, as providing him with articles of guaranteed quality and protecting him against fraud.

Second Reading of Knowles Bill

When the Knowles Bill came up for its second reading, the Minister of Justice requested the mover either to withdraw it or let it stand for the time being, pending the announcement of a proposal which the Government itself would bring down for the protection of the consumer. Owing to the political crisis, the announcement of the policy which the Government intends to pursue in this matter has been deferred, but it may be assumed from the inability of the Minister of Labor to find anything to criticize in the practices governing the merchandising of sugar, that the Government has come to the conclusion that there are good agreements and bad agreements, good combines and bad combines, and that some trade practices which really contravene the provisions of the Criminal Code not only work no harm upon the consumer, but are themselves a valuable adjunct for the stabilizing of business.

It seems unlikely therefore, that the request of the Retail Merchants' Association and the Wholesale Grocers' Guild for the establishment of a Commission of Inland Trade will be acted upon. The function of such a body would be to pass upon any trade agreements or practice that might be submitted to it, and to place its seal of approval upon those which could be justified and which were found to be not against the public interest. In this way immunity from prosecution would be secured by those who contravened the letter, but not the spirit, of the law, and the law would be left to take its course against others whose combinations or agreements would not bear investigation.

Workmen's Compensation

Some reference was made to the present scope of the compensation of workmen for industrial accidents which is coming to be generally practised throughout Canada. It was explained that the Ontario system was one of compulsory mutual insurance administered by the State with the risks divided into groups of a more or less homogeneous character. In the main, this was the system followed by Nova Scotia and British Columbia whose Acts came into operation during the past year, except that with the smaller number and smaller variety of industries, their groupings had necessarily been less homogeneous. The British Columbia system differed from the Ontario system in one important respect, in that it required a small contribution from the workman for the purpose of maintaining a sick benefit fund. This was stated to be an advantage in that it caused every man to take an interest in seeing that the fund was properly administered and that charges against it were not magnified by malingering. The Manitoba system is also one of compulsory insurance, but instead of the State collecting assessments and administering the fund, it merely acts as a director, approving companies with which employers may insure, seeing that all payrolls are insured to the requisite amount, supervising rates, and adjusting claims. A very similar bill, but with the addition that compensation was to be payable in cases where the accident was due to the Workman's own wilful neglect, was introduced this year in the Saskatchewan Legislature. New Brunswick has a Commission investigating the subject with a view to recommending a system for that province, with the probability that it will advise following the lead of Nova Scotia. Quebec was really the first province to abolish the old time defences and require the payment of compensation regardless of responsibility, but the system it adopted was one of individual liability, leaving the employer free to insure that liability or not as he saw fit. It still follows that system, but its schedule of benefits is on a much less generous scale than prevails elsewhere.

Ontario Amendments to Act

Reference was made to the important amendments to the Act made effective in Ontario during the year, among which

(Continued on page 29.)

Get After the Summer Beverage Trade

A Line That is Only Played With by the Grocery Trade in General—Putting Some Steam Behind the Selling—Some Practical Suggestions.

ARE you getting your share of the summer beverage sales? Are you making any real effort to get it, or are you just letting the matter look after itself, getting what little drifts your way and letting whoever has the energy to go after it take the balance?

There are certain lines of goods that are natural sellers during the summer time, that will sell without any inducement to a certain extent, but which with proper activity would make an outstandingly good line.

The result of a good deal of observation in a great many grocery stores in different parts of the country certainly leaves the impression that the average grocery store pays little attention to this profitable line of business. Here is surely a great mistake to let one of the best of summer lines, a line that might readily be doubled in sale by any grocer, go by the board to all intents and purposes because of a failure to properly place this line before the public.

Did you ever see a window display of summer beverages? Sometimes, perhaps, but mostly in the confectionery and drug stores. Did you ever see a really effective inside display? Mostly also in the two kinds of stores noted above.

Now, there may be some excuse for letting this trade go to the confectioner, but there is certainly no reason for permitting it to be handled by the drug store, and of all the agencies for the sale of these goods the grocery store is the one that is certainly the most natural one.

How can this business be cultivated? By the old reliable method of advertising mostly. The reason that the average grocer does not do a better business in these goods is that they are not usually called to the attention of his customers, or at least not called in a way to particularly impress them. An array of boxes just as they come from the manufacturer, while they may suggest that you have the goods, are not likely to suggest to anyone a desire to purchase.

As an illustration of what may be done, take this example that the writer noticed in a confectionery store some little time ago.

Toward the rear of the store there was an oblong table with a high back decorated with soft shades of crepe paper. Surmounting this was a fan-shaped array of large quart bottles of carbonated drinks. This was simply enough arranged, a thin board bent in a half circle with holes bored at regular intervals in which the necks of the bottles were placed. The holes were placed just near enough for the bottles to make a continuous circle with no particular gaps. Behind this circle of bottles was an electric light shaded so that it would not be seen and yet would throw its light through the bottle display. At each end of the table was arranged a hollow pyramid of grape juice commencing with the largest sized bottles and by the means of glass plates building the structure up several feet in height. Inside these pyramids there was also an electric bulb. The centre of the table was given over to a general display of these lines of goods including siphons of aerated water.

A very simple arrangement in itself yet one that drew attention to these goods in a most effective way, and made a wonderful increase in the sales. Moreover it had this advantage that it did not encroach on the general display of the store. It was set in a dark corner and depended mainly for its display force on the concealed artificial lighting, that set off the many colored sparkling products, and made a really bright and compelling effect for an otherwise unused space that had a decorative effect quite aside from its selling value.

This is only one means. Any grocer could think out as good a one if he would devote a little time to it. All that has to be remembered is that these beverages have a decorative quality of their own, and that to disregard this and leave them in the background is to handicap the store unnecessarily. Even if the merchant has a limited space, there will be found room for some display. Not only on the shelves. Shelf display is all very well, but there is a whole lot of selling value in getting the goods near the customer. Even a small, attractively arranged display on the counter will be of untold value and then there are the columns of the local paper. Why not give the sale of beverages a fair share of your attention in your advertising? The fruit men are urging the wisdom of buying by the box, the manufacturer is using special inducements to sell goods of certain character in bulk. Why not try selling ginger ale, and grape juice and aerated waters by the case. If people have it in the house they will use it. If they haven't, the chances are that they will not go to the grocer to get it, but to the drug store or confectionery store on the corner that dispenses this kind of refreshment. It is pretty well a case of boosting the sale or losing the business, and faced by these alternatives it would seem to be a good idea to boost the sale.

Why Spend Your Time at the Soda Fountain? Get all the Pleasure in Your Own Home

DID You ever hear of a Grapefruit Dulolly? It's the drink that is most in favor down where the Grapefruit grows. Try it in your own home.

Juice of half a grapefruit sweetened. Then fill the glass with charged water. Try it and say if that isn't a drink fit for a king?

DID you ever try a Grape Juice Punch? Make them after your own fancy, with Orange or Grapefruit or lemon or pineapple, any or all of these. We have all the materials, and you will be surprised what delightful drinks you can make with these different things.

WHAT about Ginger Ale? A good drink by itself. But you can use it in combinations as well, it lends a delicious tang to any drink.

These are only a few suggestions. Get the materials and work out the ideas for yourself. We have all the goods. Look at this list and buy them by the case.

	Per Bottle	Per Case
Grape Juice	$....	$....
Orangeade	....	....
Lemonade	....	....
Ginger Ale	....	....
Lime Juice	....	....
Raspberry Vinegar	....	....
Birch Beer	....	....
Cream Soda	....	....
Lemon Sour	....	....
Aerated Waters	....	....
Sweet Cider	....	....
Cherry Wine	....	....
Unfermented Port Wine	....	....

BRITISH ARMY A PRODUCER

That some sections of the vast armies engaged in the world conflict to-day are self-supporting, is a somewhat significant situation owing to the fact that such has never been the case, according to historical records, in the past. This interesting fact is based on reports that in Mesopotamia something like 3,000 acres of vegetable gardens are under cultivation, and there is certainly the hard economics of it in the fact that the waste fat now saved from the soldiers' rations produces 1,000 tons of refined glycerine a year, which means "propellant charges" for approximately 12,500,000 eighteen pounder shells and, incidentally, a saving to the Munitions Ministry of nearly $1,000 a ton on the price of glycerine as purchased from America.

"Reckless Stock Carrying"

Some Mighty Instructive Side-lights Shed On My Contention That Stocks Are Too Heavy—Constructive Criticism Most Welcome.

By Henry Johnson, Jr.

HERE is the kind of letter I am most eager to get, and I welcome it. I have two of them this time, which I should like to handle at once; but space will not permit. But both these merchants are prospering, so a little delay will not matter so much.

——, Can., March 31, 1917.

Editor CANADIAN GROCER, Toronto:

Dear Sir,—I read with pleasure and profit many good articles in your paper. In a recent issue, Mr. Johnson whites re Reckless Stock Buying. If the stock was groceries, it was a large stock. If general, a small stock; the turnover was excellent and showed first class ability. Now, if Mr. Johnson is a real business man his advice is not practical. To reduce stock means a loss of trade, and his staff would be idle. If he did a trade of $28,000, his profits would be nil. Take a general business: a $30,000 turnover with a $10,000 stock is extra good business outside of city trade. If he made $2,000 above expenses he paid interest on the $7,000 and in 3½ years would own a stock and fixtures of $14,725, and it would be very good business. We find unless we have the goods and the clerk help we cannot hold our trade. All figuring of an average profit is not possible in actual business. We are getting to-day 20 to 40 per cent. more profit than in 1900 to 1914. The idea is good to keep down stock, but I say that extra sales of, say, $15,000, by having a $9,500 stock over a $4,250 stock would pay interest charges and leave a large margin of profit. The man who enters the market to-day to buy has to pay 25 per cent. more for his stock over that $9,500. Every line is up. Money is made by buying when the article is low (that must advance). If a staple like sugar, heavy, and lay light on articles not affected by change of prices.

We get freight paid on 6 cases soap, 6 dozen brooms, 6 cases matches, 6 bags oatmeal, and many staples. To buy single bags or cases means a heavy loss.

We who are actual merchants read the articles and profit very much by your forecasts of prices and consider your advice of money-value to us in many cases. Thanking you for looking over these remarks.

Sincerely,
K—, M—, A—.

A Big Order

To begin with, my good friend has outlined enough of the science of merchandizing to furnish texts not for a page or two, but for a thick volume. Also, to have covered the former communication exhaustively would have required a volume. Hence I must take the points which stick up in salient fashion and hit them rather hard. Let me do that same thing now, though I shall hope to cover more ground later on—especially if this most important discussion of the correct inter-relation of turnover, margins, expenses, and profits can be made to continue.

First, my own experience has been in straight groceries. Second, I am very sorry to say I have mislaid the former letter, so cannot state now whether the man I called reckless is a grocer or general merchant. Third, I have been hoping he would write me further details, so I could perhaps make more pointedly useful suggestions.

In handling such letters I must think of two things: What I can do for the writer, and how, in doing it, I can help readers who have not written, but who may be thinking along similar lines, because of similar perplexities. And, since I cannot write a book each time, I must rely on the judgment and experience of my readers to interpret what I write correctly.

As to curtailment of stock and room, read my second instalment on Sick Business. There you will find my own actual experience and what it led me to conclude. But I am bound to add that there are two wholesale grocers in my home town from whom supplies can be purchased daily; and one outside large market is only 83 miles away, while a very large primary distributive centre is only 130 miles distant. All of which I try to keep in mind in analyzing others' troubles and suggesting remedies therefor.

The Man Owes Too Much

Now, you know, and I know, that many men have made fortunes by taking long chances; by plunging, by running along on a shoe string, and by being fortunate enough to clean up at the right time. But I am sure I do not need to argue that a man who states he has resources of $14,725 and owes $8,000, is in unsound condition. Even if taken at par, here would be a showing of upwards of 54 per cent. mortgaged to others. And it won't go at par, for here is the statement as given:—

Mdse.	$ 9,500.00
Fixtures	1,500.00
Accounts	2,750.00
Notes	450.00
Cash	450.00
Credit memo.	75.00
	$14,725.00

What of that is "quick assets"? Only the merchandise (and I take that at value given, though probably it would shrink), the cash and the credit memo; or $10,025. Indebtedness of $8,000 against that is 80 per cent. of the total! If we take the other items at 50 per cent., which I think you will agree is enough, we shall have a total of $12,375; and $80,000 against that is over 70 per cent.

So what conditions have we? We have one wherein the merchant to-day has an opportunity for salvation which comes rarely in an entire lifetime, and which may vanish in a moment. And what is that? The condition of advancing markets all along the line, which make it readily feasible for him to adopt my strong advice to SELL his stock down more than 50 per cent. without sustaining the shrinkage which, in usual circumstances, would follow such course.

For it must be remembered that some of these days values will shrink again. We do not expect that soon; but it is the unexpected that happens; and the man who will be in shape to withstand such shinkage is he who trims sails to-day, gets out of debt, becomes independent so that he can feel it is nobody's business but his own how his affairs stand.

"Any Old Price"

And the expression, "any old price," must be interpreted with judgment. The idea is to sell the stock. With enhancing values that can be done in most cases not only without loss, but with profit. But, in case he finds, as I feel sure he will find, that much of his "all first class" stock does NOT move out on an all-first-class basis, then all the more reason why he must get rid of it at any old price. For it is a cinch that if it does not move under pressure now when everybody wants goods, it will rot on his hands when the tide turns. Of course, common sense will prompt him to get as much as he can for his stock.

The essential difference between the "reckless" merchant and you, my present able correspondent, is, as I see it, that he is in imminent danger of failure, while you have funds on hand over and above your debts. Hence, you are independent to-day, while he is bounden to his creditors. So he owes it to himself to do certain things not incumbent on you at all. Many questions which with you are almost academic are vital to him. You can buy on a quasi-speculative basis, even though thereby you may be contravening sound business rules; you can also take advantage of conditions which temporarily upset business rules and buy beyond your immediate requirements; whereas he must take advantage of the same conditions to reduce stock with minimum loss.

I shall write further on this next week. Meantime, let me venture the opinion that a turnover of $30,000 on a stock of $10,000 can be called "extra good" only in far outlying regions; for that means that the stock is turned 2.4 times a year. I am saying this, also, of a general store and judging thereof on general principles. There are few places to-day where stocks cannot be replenished rather rapidly and regularly.

Take the department store, for example. In 1880 the turnover was once a year at long profits. Now it is six or more. Let us talk again next week.

Prospects in Canning Situation Brighter

Strong Probability That Prices Will be Considerably Below Those of Last Year, Though Even Granting Best of Canning Conditions, Prices Cannot be Low, Owing to Cost of Tin Plate and Other Fixed Charges—Possible Can Shortage Serious

WERE it not for the very serious can situation, due to the famine in tin plate, the canning prospects for the coming year would look fairly rosy. Always providing that adverse weather conditions do not set in from now on, the actual canning crop prospects would appear to be very satisfactory indeed. Peas, the first of the crop, are showing up well, with a better than ordinary set. These goods will be canned by the end of the month.

Tomatoes, again with the proviso that satisfactory weather continues, should show up well. Some crops have been weather killed, but the bulk of the plants has not yet been set out, and there is plenty of opportunity yet for setting on a full stand.

The most serious situation in the crop end of the business is in the lateness of the season, as it brings the young plants so near to the hot weather. It was this condition, though, of course, accentuated greatly, that brought about such a serious situation last year.

Everything at present is entirely dependent on the weather and the supply of cans.

Cannery Output Limited by Supply of Cans

This last is, of course, the most serious situation at present facing this industry. The great bulk of the Canadian supply of sanitary cans has to be imported from the United States. The American Can Company recently refused to fill any order for one Canadian factory, which has a capacity of 75,000 cases. When pressure was brought to bear on the president of that company, he stated that there was no purpose in their company accepting further orders as they would, he expected, be millions of cans short on their present orders. As a result, this factory will not be able to open for business this year. There will unquestionably be a grave shortage of cans when once the full rush of orders for canneries is on. Not only the scarcity of tin plate, but also the scarcity of labor to handle the available supply is a factor to be feared. The loss of the plant of the Dominion Canners' can making factory has still further complicated the situation.

The shortage of cans, the difficulties of of getting labor, both to harvest the crops for the canneries, and to man the canneries themselves, in addition to the high prices of all things entering into the process of can manufacture from the seed to the finished can, is the darker side of the picture.

No Reserve Supply in Canada or United States

In addition to this there is the general situation. The output was so short last year that all the reserve stock held over from a previous year has been exhausted, so that by the time the new stock is ready, it will come on a market practically bare of canned goods. The same situation prevails across the line. They will have no surplus for export, during this year, and probably for some years to come. Therefore, Canada has to depend on her output, and cannot turn to her southern neighbor, as she did in the last year's scarcity to augment her supply.

That would appear to be a fairly dark picture. On the other hand, if good weather conditions prevail there should be an exceptionally fine crop—that in itself is a great advance over last year. The large canning interests have binding contracts providing for a supply of cans to handle a fair-sized pack. It will depend on whether further supplies will be available as to whether the pack will come up to other good years.

In the matter of the price situation, matters appear to be somewhat brighter. Some independent canners are already quoting futures. The price quoted on tomatoes is $1.65. That is, of course, fairly steep. Representatives of the large canning interests expect to be able to set an opening price considerably below this figure.

They are in a considerably better situation to do this than they were last year. Last year they had a binding contract to deliver 70 per cent. of orders—this with a pack of only 25 per cent. in some lines and slightly better in others. It was necessary, therefore, for them to protect themselves against the possibility of having to buy from the American market to fill their contracts.

No Contracts This Year

This condition does not obtain this year. No contracts have been entered into by the larger packing companies. They are therefore not hampered as they were last year, and the dealer and consumer will get the benefit of this greater freedom. Orders were taken for canned goods up to May 5. On that date the lists were closed and tabulated. These orders will be delivered pro rata if, as is not unlikely, the actual output falls below the total order and only after these orders have been filled in full will any order received subsequent to this date be considered.

While no figure has been set by these companies, officials state freely that the opening figure will be well below even the compromise figure of last season.

The following rules will govern the purchase of cheese by the Cheese Commission, and may be subject to alteration at any time, with or without notice, at the option of the Commission:—

1. Prices shall be fixed at which the Commission are prepared to purchase all cheese of different grades f.o.b. steamer, Montreal, or other ports available, at the option of the Commission.
2. There shall be three grades of cheese, known as No. 1, No. 2 and No. 3. Any cheese unsuitable for these grades will be classed as "culls" and purchased according to their merits at the option of the Commission.
3. —Payment will be made in exchange for shipping documents, accompanied with invoices, grader's and public weighmaster's certificates, all shipping charges being prepaid by dealers. Quantities of 500 boxes (5% more or less) to each bill of lading and invoice will constitute a delivery.
4. —Payment will be made only after documents have been delivered in proper order to the satisfaction of the Commission.
5. White or colored cheese, or cheese of different grades, or cheese known as Quebec and Ontario makes, must be invoiced and shipped separately.
6. —In event of delays in shipment taking place exceeding three weeks and three days from date of grader's inspection, payments will be made thereafter under the following conditions:
   Such cheese in all cases must be stored either in cold or ordinary storage, as required by the Commission, and approved warehouse receipts and fire insurance certificates must accompany invoices.
   The dealer or dealers will ship such cheese at his or their own cost when instructed to do so by the Commission, giving a "bailee" receipt for his or their warehouse receipts. The bailee receipt will be returned to the dealers on delivery of shipping documents. In event of the Commission requiring dealers to store and carry cheese beyond the period of three weeks and three days, the Commission will pay the current cost of storage, interest and fire insurance.
7. All cheese to be coopered to the satisfaction of the Commission, and boxes clamped with iron hooping, as and when required, and shipped in good order. Cheese badly "boxed" will be graded lower.
8. Boxes are to be marked in such a manner as may be directed by the Commission, and each dealer will use a separate and distinct mark for each grade of cheese shipped by him, as may be directed by the Commission.
9. As graders can only examine samples of each delivery of cheese to the Commission, dealers shall be responsible for the weights and qualities of their respective shipments, notwithstanding inspection in Montreal, in the same manner as they would be if cheese were sold c.i.f. London rules.
10. Cheese to be free from any adulteration whatever, and all deliveries must be fresh current receipts.
    Cheese held in factories or storage of any kind will not be considered a good delivery.
11. All invoices and documents must truly represent the grade of cheese tendered to the Commission. Any deviation therefrom on the part of any dealer will be deemed by the Commission sufficient reason for discontinuing to purchase further cheese from such dealers.

Glowing Tribute to Trade Press

American Jewelers' Association in Conference Recently Demonstrate Appreciation of Support of Trade Papers

A TRIBUTE filled with recognition of the value of the trade press to the business men of the country, was contained as a feature of the souvenir program of the American National Retail Jewelers' Ass'n., on the occasion of their recent annual convention.

The tribute to the trade press was as follows:

"Among the many things we have to be thankful for in these days is our wonderfully helpful Trade Press. Always on the job correctly describes the tale of their activities. Association workers may come, and go, organizations flourish and lose their enthusiasm, but the labors of the Trade Press know no ending, no cessation of its endeavors, no holiday from its endless task of aiding the merchant to uplift himself.

"What has become of the old fashioned merchant who said he had no time to read the trade papers? If the sheriff has'nt got him by this time it's probably because someone else in his establishment does read the trade papers and manages, in spite of the old Fogey, to keep things moving.

"Who supplies us with the latest news of what will sell and what the times demand?

"Who gives us the information that will lead us to the source of supply?

"Who shows us, constantly, and in such a painstaking way that even the least tutored may understand how to reckon the cost of doing business so that we may have something left after the bills and expenses are paid?

"Who places the danger signals along the rocky business road so that we may not take too many hard bumps while running the business machine?

"Who sends out storm signals at proper intervals that we may avoid overbuying, long time dating and quantity purchases?

"Who prompts us to keep shop in a manner that will leave small chance for criticism, to make success an ambition and perfection an ideal always to be striven for?

"Who encourages us to give the public the best that is in us and then to have the backbone to exact what this service is worth?

"Who always, at all times, stands ready to give us a hand to pull us out of the slough of despond and to lead us to the broad highway of better methods and better business?

"And finally, who strives to bring us all together in that spirit of co-operation that will make us one in our aims and ideals, in the end gathering us as one at the goal of honor and success?"

"Fellow merchants, the trade papers are our friends and we should keep company with as many of them as we can possibly find time to associate with."

RUMORED BRITISH GOVERNMENT WILL PROHIBIT EXPORTATION OF HERRING

Secretary Redfield, of the U. S. Dept. of Commerce, urges all fish curers to pickle herring for use during the coming fall and winter. It is reported that the British Government will prohibit the exportation of this fish. About 300,000 barrels heve been supplied by European countries annually.

4,000 CARS, B. C. FRUIT CROP

Fruit production in the Province of British Columbia increased by 150 per cent in four years, according to a recent statement of the Department of Agriculture, the increase being from 1,290 cars in 1913 to 3,178 last year. The estimate for the coming season is placed at 4,000 cars. Owing to its heavy production of tree fruits, the Okanagan and Boundary districts lead the province, having produced 2,500 cars of the total of nearly 3,200 last year. In small fruits the Lower Mainland was the best producing district, with 89 cars out of 190 for the whole province last year. The Islands, including Vancouver and the Gulf of Islands, produced nearly 50 cars, and the Kootenays 37 cars.

DELICACIES IN CANS AND PACKAGES

The variety of our stock of Delicacies in cans and packages is almost unlimited, and comprises a great many lines not before offered the people of Cornwall and vicinity. All are strictly fresh and of the highest quality.

Look over this list and you will find something to satisfy your likings.

BROWN BREAD (in tins). Something new. Is particularly nice with Corned Beef

"A FULL MEAL" (in cans). Contains Vegetables and Meats and may be served as a Soup, Stew or Roasted. This is different.
CREAMED CHICKEN á la King. Ready to serve or in shell patties.

ASPARAGUS TIPS. Nice, tender and juicy. As a vegetable or for a salad there is nothing nicer.

SPAGHETTI (in tins.)

SNIDER'S, CAMPBELL'S AND CLARK'S SOUPS in all flavors.
PITTED PRUNES (in packages.)

HORSERADISH IN VINEGAR—has the real natural flavor
SLICER HAWAIIAN PINEAPPLE—makes a delicious dessert.
PRESERVED FIGS

C. E. DERUCHIE

Successor to R. RUNIONS

Phone 214 **Pitt Street, Cornwall**

A good advertisement for moving specialty lines some of which might otherwise be dead.

Should Get Rid of Luxury Lines

THERE is a general and not unnatural slackening up in the demand for luxury lines. Every grocer knows this, and every wise grocer is protecting himself against any further trouble in this matter by curtailing his buyings in these lines of goods that have proved themselves slow.

That of course is all very well as far as the future goes, but it does not shed any little rays of sunshine over the past. There was a good trade in these lines and many a grocer has a stock of them that is gradually growing dust covered in the shelves. No use weeping over that of course. Still there is no reason to sit down and write it off as a loss. Get behind it and move it out. It may be that the grocer will have to shear off his profit on these goods, but better so than have them standing on the shelves. For once the appearance of these goods is gone, their chances of sale have declined to pretty nearly zero. Better make no money, or even lose a little now than take a bigger loss a little later. The first loss is always best, it only grows by waiting. Get behind these goods and move them out.

Merchants Vindicated by Commissioner

Report of W. F. O'Connor to Labor Department Completely Exonerates Trade From Stigma of Profiteering—Commissioner Admits Mistake and Speaks Highly of High-minded Basis on Which Food Distribution Has Been Conducted — Deprecates Powers of Municipalities Under Order-in-Council—Some Criticisms.

So much attention has been given by the public press of Canada to the activities of the Hon. T. W. Crothers and the High Commissioner, W. F. O'Connor, which they mainly used as a text for accusing all and sundry of the manufacturers and handlers of foodstuffs of a criminal conspiracy to exploit the consumer for their own benefit, that it seems in the interest of the manufacturer and food distributors that they should be made conversant with the actual report of the commissioner appointed to investigate the high cost of living, and see how far afield are the deductions that so freely besprinkled the newspaper field. There are some hints, too, in this report that the trade generally may do well to ponder.

The preliminary report of Commissioner W. F. O'Connor is as follows:—

Traders and Manufacturers Resist Temptation

"I cannot too earnestly impress upon you, as I would like to impress upon all concerned, that notwithstanding any impression anywhere or by anybody held to the contrary effect, the manufacturing and trading classes of Canada, so far as my investigations have extended (and they have been wide and deep), seem, with very rare exceptions, to have resisted the temptations and withstood the strain of the times through which we are passing in a most commendable manner.

Few Cases for Criticism or Complaint

"In the investigation of some lines, notwithstanding greatly enhanced selling prices, I found that dealers were making less profit than when they had been selling the same lines for about half the present prices. In others I found dealers in loyal performance of contracts made before advances in cost, selling to consumers away below cost. Rarely only have I heard even of cases meet for criticism or complaint. I know that this isn't the popular conception of the situation, it isn't in fact the conception with which I began investigating. I know that what I am now writing is not the most popular thing that I could write. But I know my facts and have the proofs. This makes quite a difference when one's endeavor is to be fair. In the various reports that I shall place in your hands you will find these proofs, laboriously gleaned from many quarters. They are not based upon the word or oath of those investigated, merely. I have tapped many outside sources. I have had tireless assistance from a small but exceedingly competent staff.

Business Methods Criticized

"I wish that I could as highly compliment the manufacturing and trading classes of Canada upon their accounting systems and business methods as I can upon their generally fair conduct so far as taking profits is concerned, but I cannot do so. I have experienced the greatest difficulty in securing from most of them data which their own best interests would dictate that they should have always immediately available. Very many manufacturers and merchants have no precise idea as to what their products or wares cost, and so they find it impossible to work out their precise profits.

As to price fixing, some seem to sell for what they can get. They do not know their costs. Others make their prices the same as those of their competitors. Frequently I have noted that returns made showed profits in excess of real earnings. Essential elements entering into costs had been left out of calculation. Such manufacturers and merchants are simply "fooling themselves." Far too many of them charge themselves with nothing, or with too little, for depreciation. Others have no costs accounting system at all. Some are manufacturing or selling some lines which pay and other lines which do not pay, the losses due to the latter operating as a drag on the profits earned on the former. If they knew the facts they might drop the unprofitable lines. In the next block, maybe, is a struggling manufacturer or dealer who, if he could add to his trade the lines being manufactured or dealt in at a loss by the first-mentioned manufacturer, could 'coin money.' The installation of a proper costs system by the first-mentioned manufacturer would save, perhaps, both concerns. Its absence may mean in the course of time two bankruptcies.

How Unwise Business Methods Add to Cost

What has this to do with the high cost of living? Much. Every business loss must be met, and the consumer pays. John Jones, the shoe manufacturer, fails. Smith, the tanner, loses $1,000, and Anderson, the machinist, a like sum. These losses are part of the operating expenses of Smith's and Anderson's businesses. Every sensible manufacturer or merchant calculates as part of this operating expenses an amount, based upon experience, to cover his losses by bad debts. He calculates his profits, in addition to his operating expenses. The consumer pays, as part of the purchase price of every article he buys at ordinary prices, these operating expenses, and profits as well. It is, therefore, to his interest that business be established as much as possible, that it be well conducted, that bankruptcies be avoided. He is the one who pays. He may purchase a watch worth $20 for $10 on January 1 at a bankrupt sale, but during the rest of the year he will be contributing to somebody his share of the amount necessary to pay the full price for not only that watch, but for every other article that was sold below the cost of production and marketing within an undiscoverable area of influence. He cannot escape. If he could, so could we all. We do not; we pay.

Order-in-Council No Insurance Against H. C. L.

"I do not believe that any sane and thoughtful person ever imagined that the making of Order-in-Council No. 2,777, of November 10, 1916, or anything possible to be done under it or under any other law, could obviate any direct consequence of the war, prevent a reduction of any crop, cheapen any ocean freight rates, or replace the lost productivity of many millions of men. It has its function, which I have explained. I do not understand it to be an insurance against the high cost of living. I venture to submit that if on August 4, 1914, any one had predicted and been believed that on May 15, 1917, practically the whole world would be at war, with 30,000,000 men or more under arms, that over 400,000 of those would be Canadians withdrawn from production and being financed and fed by Canada at an expense of over a million dollars per day, and that coincidently there would occur an almost worldwide shortage of crops, that a quotation of presently prevailing prices would not at all surprise. I think that the predominant thought would have been: "Anything, any hardship, any sacrifice, so long as we pull through." So I say that insofar as high prices are really due to war and crop conditions, only hard work and saving, production and avoidance of waste can serve.

Doubts Wisdom of Civic Powers of Investigation

"Next I feel bound to express to you my doubt as to the wisdom of further continuance of the present investigating powers of municipalities into the cost of living and to suggest the advisability of repealing these powers and of making it necessary that municipalities which undertake the institution of investigations shall see them through to a finish. Such powers were granted at the request of municipalities. The result of the grant has been, in almost every instance, an attempt to shelve upon this department irregularly instituted, irregularly conducted and half-concluded inquiries, which in some cases have constituted a mere duplication by way of local investigation of work already done and in process of being done by this department as part of a general investigation. There is temptation to civic gov-

erning bodies to institute such inquiries, carry them along while any eclat is to be derived from the exhibition of a popular activity, and in case nothing is discovered which justified the statements or charges which usually precede and accompany municipal investigations, or in case any circumstances develop which necessitate the unpopular proceeding of recommending a definite prosecution, to attempt to unload upon this department, at a time when perhaps it is engaged in investigating other and different matters of Dominion-wide importance, all responsibility in the premises. Resort is had to the provision which authorized 'further investigation' by this department, a provision intended mainly for different circumstances, arising when a municipality, by reason of the limitations of its territorial jurisdiction, finds that local conditions have been produced by extra-territorial causes which it cannot inquire into.

Municipalities to be Held Responsible

"While I believe that as respects such purely local matters as the price of milk or ice within a municipality can best be, and ought always to be, inquired into by a local body (or else the larger and more important matters of inquiry necessary to be carried on by this department, must be submerged and neglected owing to the necessity of attending, at great expense, to a multitude of purely local matters extending over 1/16th of the land surface of the globe), I submit that the conditions as related call for some remedy. To descend to the vernacular, there has developed on the part of municipalities considerably too much of the art of 'passing the buck.' I therefore recommend that municipal investigations into the cost of living be instituted hereafter by mayors, wardens, reeves, or other head officers of municipalities and only upon prior application to the Minister of Labor and with his consent, and that once instituted the whole responsibility for such investigations to the end rest with those who institute them. I know of no case of a satisfactory municipal investigation, properly instituted and seen through, but I believe that with proper responsibility imposed upon municipal officers and with no opportunity afforded for evasion of that responsibility, satisfactory municipal investigations could be had."

C.M.A. CONVENTION IN WINNIPEG

(Continued from page 23.)

it was provided that whereas in the past the charge for medical attention, nursing and hospital services had to be borne by the patient, the theory being that the benefits had been fixed upon a high enough scale in the first place to enable him to meet such expenses himself, that commencing July 1, all such expenses would become a charge on the group funds, in consequence of which it was expected the rates would have to be materially increased.

Strong objection was made to this proposal by the Committee on the ground that with the State guaranteeing all medical bills, the tendency would be for charges to be exaggerated, thus leading to additional and unnecessary burdens upon the employer. On behalf of manufacturers, the Committee expressed willingness to have them made individually responsible for seeing that proper medical aid was provided, but the recommendations were not acted upon.

Railway Tariff Not Opposed

A report of the Transportation Committee dealt with the increase of five per cent. in rates in Eastern Canaada, and the more recent request of the railways for a further advance of fifteen per cent., on all tariffs of tolls, freight and passenger, in order to meet increases in cost of material and labor. The Railway Commission had been advised by the Committee that the suggested increase would not be opposed provided that it was considered strictly as a war measure, and would be ample guarantee that the railways would be able to provide an adequate service throughout, and also provided that it remain in force for only a limited period to be determined by the Board.

The Committee recommended that the Association make some representations to the Government in regard to the minority report of A. H. Smith, President of the New York Central railroad, in connection with the Railway Commission enquiry into railways and transportation. The report says:—

"The railways of Canada are in desperate need of equipment. Whatever decision is made with reference to the railways, the transportation problem is now acute in so far as equipment is concerned. I would, therefore, recommend that the Government undertake at once to provide an ample supply of freight cars and locomotives against immediate and imperative needs. These cars and engines may be had, if desired, under trust agreements. It will be a simple matter to turn these cars and engines over to the operating companies under lease or contract of purchase, which may be exercised when conditions are more nearly normal."

It was also urged by the Transportation Committee that the investigation and reports of the Royal Commission appointed to investigate transportation conditions should embrace conditions generally, both rail and water. In concluding its survey of this question, the report says: "If the report does nothing else, it discloses the fact that owing to lack of proper Government regulation, there has been unnecessary duplication of lines and facilities, and that legislation is absolutely necessary to guard against such evils in the future and to protect investments already made."

MANITOBA RETAILERS MEET IN WINNIPEG

(Continued from page 22.)

on a cash register—(think of plumbers doing a strictly cash business)—and through their clever advertising have built up a trade that reaches to every part of the world.

Merchants and Publishers Interdependent.

The merchant and the publisher have interests in common and interests that are dependent one on the other.

The merchant requires the services of the publisher's newspaper in order to carry his message economically to the group of people he wishes to interest in the goods he has to sell.

The publisher requires the patronage of the merchant that he may continue to publish his newspaper, and both merchant and publisher must work to make that paper readable and influential, that the messages it carries shall have weight, and through their justice and sincerity build up a prosperous, growing community.

To do this successfully the publisher must publish a paper that gives the entire news of the district it serves in a truthful and accurate manner, and to enable the publisher to accomplish that desired result the merchant must pay a price that will enable the publisher to do his part without financial loss, and there is not a local newspaper publisher among you who can bring his paper up to the highest possible efficiency on the rates now being charged for advertising, without financial loss, and there is not a merchant among you who will secure the maximum amount of benefit from the money he spends on advertising until such time as he devotes more care in the preparation of his advertising copy.

Now let us deal with these two points.

A newspaper, to command the respect of its readers and secure complete paid distribution in the territory it serves, must give the news of that territory in full and accurately. To do this and meet its obligations it has to sell one column of advertising for each column of reading matter carried, and the price charged for the column of advertising must pay the cost of setting the type for both the advertisement and the reading matter, and cover the cost of writing and editing the reading matter as well.

Time was when subscriptions paid these expenses, but in these days the dollar and a half received from the reader in most cases does not cover the price of the blank paper, the office rent and taxes, so the publisher must look to the returns from the advertising space to cover his other expenses.

How often have you heard this quotation from the book of books: "As ye give, so shall ye receive." It is true to-day as the day it was written, but, gentlemen, it probably has seldom been brought right home to you, for the reason that in its utterance it has probably been coupled with some appeal made in the name of charity, and the common or garden variety of charity seldom impresses the people appealed to, so we will take this old truth and dress it in the language of the day, and say you pay for what you get, and you get what you pay for.

The surest way to get more is to give more; more impetus means more income.

If your business is a success you have paid for it in hard work. That work may have been done when you prepared yourself to grapple with the problems of business, or it may have been applied directly to the business in its building.

And so it is with everything you buy, whether it be goods or service.

To insure an adequate supply of dependable merchandise passing through your store, you must pay an adequate price for the goods.

To insure the steady services of competent employees, you must pay an adequate price—they cannot be had on a job-lot basis, and, gentlemen, to enable the publishers in your town to produce reliable, readable, live newspapers, you must pay an adequate price for the space you use and use a sufficient quantity of space to enable the publisher to cover the news of the territory tributary to your place of business as you would want it covered.

The convention was still in progress when the CANADIAN GROCER went to press.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886
The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - *President*
H. T. HUNTER - - - - *Vice-President*
H. V. TYRRELL - - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 1313.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, JUNE 15, 1917 No 24

EDITORIAL BRIEFS

WHEN the Rev. Byron Stauffer of Toronto, cuts loose against the folly of Canadian titles we can all join the Reverend gentleman in a hearty Amen.

* * *

GENERAL Pershing of the U. S. Army has arrived in England, the vanguard of the American Expeditionary Force. Here's hoping he will be more successful in his new task than he was in rounding up that unsavory gentleman, Francisco Villa.

* * *

COMMISSIONER W. F. O'Connor of the Department of Labor, Ottawa, reports that there is less anthracite coal in Canada than there was at this time one year ago. Householders who have been to their dealers within the last few months will not ask Mr. O'Connor for proof.

* * *

FIVE Canadians have received the Victoria Cross, the greatest tribute that can be paid to a soldier in the field. Though these men occupy comparatively small space in the newspapers, the simple, yet splendid honor they have received confer more credit to Canada than a whole peerage of Barons could ever do.

* * *

KING CONSTANTINE, of Greece, has joined the large colony of Kings who are out of a job. While most of these Kings have failed from reasons that do not do them great credit, of them all, the King of Greece has the least creditable record. He was disloyal to the countries that gave him his throne, and supported him on it. He played false with his own country. Disloyalty and ingratitude lost him a throne.

DAYLIGHT SAVING FOR CANADA

FOR a number of years past the Trade Papers of the MacLean Publishing Company have been championing the cause of Daylight Saving. They have pointed out on many occasions the advantages that would accrue to the merchants and to the people at large were such a change put into universal operation.

It is true that such measures have been tried in different parts of Canada with only indifferent success. Lack of uniformity in time and the disorganization that is unavoidable when such measures are of only local application has been the only outstanding drawback.

Now it appears that the Government is contemplating removing this drawback by making the measure one of Dominion-wide application. Sir George Foster has given notice of legislation to this effect. All clocks throughout Canada on a certain day will be set ahead one hour, and continued so during the summer. This is a measure to which the whole of Canada should give its ungrudging support.

CANADIAN CONTROLLERS

THE appointment by Order-in-Council of a Fuel Controller and a Board of Grain Commissioners seems to be an effort to meet two situations that have threatened to become very serious. Canada passed through a coal famine last winter, and there is the possibility of this famine being still more acute this coming winter if prompt and efficient measures are not taken to meet the unsatisfactory conditions. The Grain Commission will serve a useful purpose in stabilizing grain prices, by a reasonable control of wheat and the methods of trading therein as well as the question of transportation. C. A. Magrath, the Fuel Controller, and Dr. Magill, the Chairman of the Board of Grain Commissioners, would seem to have a man-sized job on their hands.

GOVERNMENT CONSIDERING ADMISSION OF MARGARINE

DURING the course of the discussion on Agricultural estimates in the Dominion House recently, the Hon. Martin Burrell stated in reply to a question regarding the removal of the embargo on Margarine during the war, that the Government was considering the matter of admitting Margarine duty free for the duration of the war. J. A. McMillan, of Glengary, though the representative of a dairy farming district, stated that he would support the Government in any move to introduce Margarine free during the course of the war, as a means of alleviating in some measure the distress of the poor.

This discussion is surely a step in the right direction. In these times the need is for every wholesome food, and the cheaper it can be produced the better. Legislation against wholesome food products at the

instance of certain interests, no matter how important these interests may be, is anything but patriotic.

MR. HOOVER BELIEVES IN THE LOYALTY OF COMMERCIAL INTERESTS

IT IS generally conceded that President Wilson's choice of Herbert Hoover, the former administrator of the Belgium Relief Commission, as the Food Controller for the United States, was well advised. Every act of Mr. Hoover's up to the present has seemed to justify the choice. It is evident that he realizes the responsibility and the possibility of harm that lie in such large powers as are his. His own statement is in itself an assurance, "The commercial interests of the country," he says, "are the only people who know anything about food that is practical, and to them I shall look exclusively for aid, in helping me to solve the complex problems which are involved in this work."

These words are a refreshing change from the general indictment that seems to place all the regular channels of trade in the category of those who have their own petty interests rather than those of the whole country at heart. It is the right and reasonable and sane view.

THE CONSCRIPTION BILL

THE long expected Conscription Bill has actually been presented, and withal it seems a wise and just enactment. The criticism that it is unwieldy in actual practice has yet to be proved, the fact remains that it, as nearly as such an arbitrary measure can, deals equably with a whole people. Every man except the very old and the very young are called. There are comparatively few exemptions provided, and these exemptions will not cause discussion. The only grave question in connection with the Bill if it is passed in its present form, will be the spirit in which it is administered. Herein lies the grave danger. If the spirit of the Bill is lost sight of, if exemptions are granted for other than justifiable reasons, or if on the other hand the circumstances of every man, whether single or married, who feels his right to exemption are not justly considered, then there is room in the great powers of this Bill for tragic mistakes.

The taking of another hundred thousand of Canada's young men is going to prove a serious enough element in trading circles, but the worst feature has been and still is, the uncertainty. Only a hundred thousand to be actually called, but a million men have been left in doubt as to whether or not they would be of the number. That matter it is to be hoped will soon be settled, and the people generally can set about putting their house once more in order to meet the new and stringent conditions imposed by the great war. Business must go on. It was "Silver Bullets" that Lloyd George said would win the war. There is nothing unpatriotic in making the best of business conditions. Therefore, it is to be hoped that the discussion of the Conscription Bill may be short-lived, so that the country may know what is expected of it at the earliest possible moment.

MR. O'CONNOR VINDICATES CANADA'S TRADE

W. F. O'CONNOR, High Commissioner under the Hon. T. W. Crothers has filed his preliminary report on the High Cost of Living Investigation.

Mr. O'Connor, as he himself admits, set out on his investigation with the firmly fixed idea that there was undue profiteering. That Mr. O'Connor now as sincerely and honestly proclaims that he was mistaken in his first attitude is a tribute, not only to his disinterestedness, but also to the merits of the case of those activities that he set out to investigate.

THE CANADIAN GROCER has consistently championed the view that there was no undue profiteering, at least among the vast bulk of merchandizing industries and that the persistent accusations, that were, in a measure, fostered by the silence of the government investigators, were doing untold harm by encouraging a feeling of suspicion on the part of the buying public, against all manufacturers and handlers everywhere.

On another page we publish comprehensive excerpts from Mr. O'Connor's report, which is a full justification of the trade interests of Canada, made by a man who for many months has been making investigations, with all the power of the government at his back to enable him to get the fullest and most complete information, and who started with an acknowledged prejudice.

It is impossible of course for this late report to undo the harm that has been done by unjustifiable suspicion, it is, however, but fair to Mr. O'Connor, to say that his report is a generous admission of a misconception, and should in a measure at least set at rest the clamor for investigation. Indeed Mr. O'Connor puts himself on record as being opposed to the investigating powers granted to municipalities. He sees in this an incentive to capture public favor by apparent championing of public interest, that is let drop as soon as the fickle public interest wanes. It is Mr. O'Connor's belief that Municipalities opening such investigations should be bound, themselves to bring such investigations to a conclusion instead of turning it over to the Government when they have grown tired of it.

We wonder now—when the chosen investigators of the Government have given to the manufacturing and Distributing forces of Canada a clean bill of health—we wonder will the people believe?

Just About Raisins

Here is something that will interest you, Mr. Live-Wire Grocer. A new method of packing raisins that means more economical handling, greater display possibilities and consequent quicker turn-over.



Our New Tray Pack

A wonderfully effective display package

Cases contain 20 trays, each holding approximately one pound, 20 lbs. raisins net to case. A clean, convenient method of packing which absolutely eliminates waste—a saving to the grocer.

A display case in itself that permits of great variation—a pack that means greater volume, greater profit and satisfied customers.

Sun-Maid Seeded Raisins

The standard seeded muscat raisin, selected from the crops of 8,000 California vineyards, seeded and pasteurized by the most modern process. Sun-Maid Seeded Raisins are packed in one pound cartons, 36 and 48 to case, and both package and container are particularly attractive for shelf or window display. The use of raisins is constantly increasing because of Sun-Maid Raisin Advertising. If you will DISPLAY RAISINS you can increase the volume of your sales, with consequent profit to you.





Sun-Maid Seedless Raisins

These are the Thompson seedless raisins, grown without a seed. They are rapidly gaining in popularity with the housewife, owing to their ease of handling. As an introductory proposition for this new member of the Sun-Maid family, we are including one dozen attractive samples with each 47-pound case—you pay for 47 packages and get the samples absolutely free. Packages 15 oz. net each. The distribution of the samples to your customers will increase your business appreciably.

Raisins are Active

Our intensive sales and advertising campaign, carried on extensively, has made RAISINS ACTIVE. People are to-day thinking of raisins as a concentrated food—not as a luxury. In thousands of homes they are as much a necessity as anything else you handle. This activity means greater sales and greater profit for you if you will take advantage of the opportunity to DISPLAY RAISINS—to merchandise them. Raisins will SELL THEMSELVES if you give them proper display in your store.

California Associated Raisin Company

Membership 8000 Growers

Fresno - - California

Sun-Maid Brand



Vineyard Run Layers

Direct from the vineyard to you. A big feature for the holiday trade. Wonderful display possibilities, with all the appeal of the rasin—and the raisin is its best salesman. 50 and 100-pound boxes. Your jobber can supply you. Hundreds of grocers who tried out the mass display of raisins last year are doubling their orders for this season. Sell them by the pound, and at a price that not only means quick sales, but good profit as well.

Sun-Maid Cluster Raisins

A fancy, one-pound pack, 24 to the case. Large, luscious muscat raisins, Sun-Maid quality. Fine display package for show cases, shelves or windows. Your trade will appreciate this cluster. Also put up in two-pound cartons. A quick seller with good profit to you.





Sun-Maid Imperial Clusters

Five-pound fancy souvenir boxes, four to the case. The highest grade of cluster raisins put up for the trade. A magnificent article for display purposes and a heavy holiday seller. These raisins are carefully hand-selected and hand-packed. They are largest in size of any raisins packed by us and will give the highest satisfaction to the consumer.

Sun-Maid—The only extensively advertised brand of Raisins

Extensive advertising in the world's greatest mediums is a distinctive feature of Sun-Maid Raisins. We have created a demand for our product by the expenditure of hundreds of thousands of dollars. We are inducing YOUR customers to "EAT MORE RAISINS"—seeded, seedless and clusters. They are being educated to demand SUN-MAID, and this demand spells quick turn-over for you. Identify yourself with SUN-MAID ADVERTISING—DISPLAY RAISINS—merchandise them as you merchandise oranges, vegetables and berries. Suggest their use to your customers who are already HALF SOLD through our efforts. The result will be greatly increased sales and greatly increased profits.

California Associated Raisin Company

Membership 8000 Growers

Fresno - - California



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

John Byrne & Company, Charlottetown, P.E.I., are opening a grocery business on the site formerly occupied by Messrs Stewart & Son.

Marysville General Store, at Marysville, N.B., has closed after thirty-five years of business. The property has been purchased by a pulp and paper company, which may re-open the business.

At a joint meeting of the executive and advisory committee of the New Brunswick Retail Merchants' Association which was held in St. John recently, reports submitted showed excellent progres since the last meeting. A Committee was appointed to wait upon the legislature to support several bills of interest to the retailers.

Nearly one hundred leading business men of Moncton met recently for a "get together" banquet under the auspices of the Retail Merchants' Association. A. E. McSweeney presided and addresses were given by J. E. Masters, the Mayor; E. V. R. Richardson, U.S. Consul; F. W. Daniels, vice-president Provincial R.M.A.; T. R. S. Smith, Provincial Organizer, and Robert Reid provincial secretary.

On Thursday last a delegation from the executive of the Provincial R.M.A. waited on the Provincial Government to discuss several changes in existing legislation. They asked that the act passed in 1911 empowering city councils to pass by-laws concerning stores, be so amended that, upon petition from two-thirds of the merchants of every place praying for an early closing law, such a by-law shall be passed. They also asked that an execution issued by any justice shall be made good in any part of the Province, and that the garnishee provisions, which now apply only to debts of $80 or more should be made to apply to debts of $25 or more.

Quebec

Amedee Poitras, grocer, Montreal, is dead.

David Kaufman, of Mile End Grocery, Montreal, is registered.

H. A. Montmarquette, grocer, of Lachine has suspended business.

C. Ritz, Montreal manager for Robin Hood Mills, is on a business trip West to Moosejaw and Calgary.

R. Neilson, assistant secretary of the Lake of the Woods Milling Co., Ltd., Montreal has returned from New York.

W. A. Matheson, Western manager Lake of the Woods Milling Co., has been appointed a member of the new Grain Commission.

F. Munn of St. John Newfoundland, was a visitor in Montreal last week, spending a few days in the city, and returning home via New York.

Edwin Scruton, Alberta representative of Chase and Sanborn, coffee importers, Montreal, was a visitor at headquarters of the firm during the past week. Mr. Scruton's Western headquarters are at Calgary.

J. E. Hunsicker, veteran grain merchant of the Board of Trade Building, Montreal, is back at business after a rather protracted period of indisposition, and is welcomed by many friends in business circles.

Mr. De W. De Mar representing Granger & Co., Packers of Royal Blend Coffee who has been on a business tour of the Maritime Provinces passed through Montreal on his way to Buffalo on Sunday Morning. Mr. De Mar expects to be back in Montreal at the end of this week. C. B. Hart broker is looking after the interests of this firm in Montreal.

Ontario

N. Christakos, confectioner, of Sudbury, is dead.

J. R. Reid, grocer, Toronto, has sold to Mrs. F. Cosburn.

H. A. Lamont, grocer, Stayner, Ont., has sold to Wm. Sellars.

R. J. Ford, grocer, of Toronto, has been succeeded by W. G. Radford.

McCallum & Wallace, grocers, Kenora, Ont., have commenced business.

S. D. Wilson, grocer, of Hamilton, has been succeeded by G. B. Donnelly.

W. E. Phillips, grocer, 443 Woodbine avenue, Toronto, has sold to Mrs. E. Grills.

F. A. Scott & Son, grocers, Ottawa, Ont., have closed their Wellington street store.

Mr. Clarkson, grocery merchant, of Welland, Ont., will occupy new premises shortly.

C. W. Watson, general merchant, Tilbury, Ont., has sold out and removed to Kingsville.

J. J. Casey, general merchant, Windham Centre, Ont., has been succeeded by J. S. Griffin.

The store recently purchased by Howard Bros., Wallaceburg, Ont., from J. C. Shaw, is being altered to accommodate increased trade.

F. Frederick, grocer, of Windsor, recently had his store burglarized. Considerable supplies were found missing after the getaway.

Railton Cheese Factory, Limited, has been incorporated at Railton, Ont., with a capital of $2,000 to manufacture and sell butter and cheese.

Libby, McNeil & Libby, of Chicago, are to erect four pickling stations, to be located at Tupperville, Dresden, Mount Brydges, and Thamesville, Ont.

Large numbers of women volunteer workers are assisting in the fruit cleaning work at the Dominion Foods, Ltd., St. Catharines, in order to avoid fruit spoiling.

Construction work is proceeding on the new pickling plant of Libby, McNeil & Libby, Chatham, Ont. Material for laying a railway spur to the plant has been secured.

Domville Dairy Company, Limited, has been incorporated at Domville, Ont., with a capital of $4,000, to manufacture cheese and butter and deal in feed and all dairy products.

G. S. Winter, formerly manager of Paterson's wholesale confectionery, and later a grocery merchant, died recently at Brantford. Deceased settled in the district in 1854.

Maple Leaf Milling Company, Port Colborne, Ont., is increasing its capacity from 9,000 barrels to 12,000 barrels of flour per day. This is the largest mill in the British Empire.

At the last regular meeting of the London Retail Grocers' Association, it was decided to hold the annual picnic at Port Stanley on Wednesday, July 18. A committee was named to make arrangements with the London & Port Stanley Railway for special trains to carry the crowds to the lakeside. All grocery stores will close all day, so the clerks can have a baseball match in the morning. Another very important matter taken up at the meeting was the report of the committee that waited on a local biscuit manufacturer. re buying groceries from local wholesalers and dividing them up among their employees. The correspondence between the secretary and the firm was read. The firm tried to make it appear that the employees were doing this themselves without their knowledge. But the wholesale grocers claim they would not sell the employees. The committee hope to get the matter settled to the satisfaction of the association. The committee that waited on the City Council in reference to a license of $25 for the sale of temperance beer and $5 license for selling cigars, reported that they were successful in having the license fees dropped, which was good news for the grocers.

Western Provinces

E. A. Bompas, grocer, Lestock, Sask., is selling out.

R. C. Ross, grocer, Cluny, Alta., has discontinued.

S. Dubnov, grocer, Winnipeg, Man., has discontinued.

S. Shien, grocer, Winnipeg, suffered fire loss recently.

B. Nemin, general store, Wroxton, Sask., has sold out.

Palace Grocery, Swift Current, Sask., sold to Law & Mackay.

A. Toby, grocer, Winnipeg, has been succeeded by R. Dubnov.

R. J. McCracken, grocer, of Medicine Hat, Alta., has sold out.

John Buhr & Sons, general store, Morse, Sask., is dissolved.

Wylie's Grocery, Saskatoon, Sask., has been sold to R. McGregor.

Bay Bros., Ltd., general store, Prelate, Sask., has been incorporated.

J. J. Christopher, grocer, of Wetaskiwin, suffered recent fire loss.

F. Aslin, general store, Smoky, Alta., has moved to Ft. Fraser, B.C.

A. Mulligan, grocer, Winnipeg, has been succeeded by S. McBride.

R. J. Snell, general store, Blackie, Alta., has sold to H. E. Beattie.

R. McDonald, grocer, Medicine Hat, Alta., has sold stock to S. E. Gust.

C. Bayzerman, general store, Spy Hill, Sask., has sold to D. E. Campbell.

M. Rodnunsky, general store, Howell, Sask., has moved to Edmonton, Alta.

Parks & Silverman, general store, Cowan, Man., has sold to I. J. Baru.

F. J. Brown, general store, Alderson, Alta., has opened a branch at Millicent.

Matthews & Kidney, general store, Cluny, Alta., have opened a branch here.

Kelson & Co., Ltd., general store, Theodore, Sask., has been incorporated.

Lemberg Supply Co., general store, Lemberg, Sask., is sold to Venier & Gibbs.

MacNaughton Bros., general store, Mossbank, Sask., has sold out at Mazenod.

Rex Fruit Co., Ltd., Moose Jaw, Sask., has increased capital from $35,000 to $50,000.

Jack Smythe, well known tobacco merchant, of Saskatoon, Sask., is opening a new store.

Dillon Bros., general store, Mawer, Sask., have opened a branch at Tompkins, Sask.

Dominion Canners' plant at Vernon, B. C., has been doubled in capacity to take care of the large output expected.

H. B. Urquhart, of Moose Jaw, has taken charge of the grocery department of Smith's, Ltd., Weyburn, Sask., succeeding A. H. Mealing.

J. A. Maharg, president of Saskatchewan Grain Growers' Association, has been nominated as the Grain Growers' candidate for the Federal constituency of Moose Jaw.

"TOBACCO KING" DEAD
Sir William Macdonald, Multi-millionaire Head of Large Tobacco Concern, Is Dead in Montreal

Sir William C. Macdonald, founder and head of the Macdonald Tobacco Company, and widely known as the "Tobacco King" of Canada, died recently in Montreal, after three years' illness. He was the son of the late Hon. Donald Macdonald, M.P., and born in Prince Edward Island in 1831. Leaving this province, in his boyhood, he settled in Boston and later removed to Montreal, where he first engaged in the commission business and later turned his attention to the tobacco industry. His business had grown to such an extent in 1865 that he employed three thousand hands.

Sir William got his start in the tobacco business at the time of the American Civil War, and at the time of his death it is estimated he was worth probably a score of millions. During his lifetime he took a keen interest in agricultural and affiliated colleges, and turned much of his wealth into these channels. His donations to "good seed," manual training and educational movements would run into many more millions.

At the time of his death, Sir William was Chancellor of McGill University, director of the Bank of Montreal and the Royal Trust Company, Governor of the Montreal General Hospital, head of the Macdonald Tobacco Company, and he was also founder of Ste. Anne de Bellevue and Macdonald Colleges, the latter at Guelph, Ontario.

SENATOR OWENS DEAD

Senator W. P. Owens, formerly a general merchant, is dead in Montreal. He was at one time Postmaster, Councillor, and Mayor of Chatham, Ont., and later took up business as a general merchant in Montreal, where he later became a member of the Board of Trade. In 1881 he became a member of the Quebec Legislature and was called to the Senate fifteen years later.

TORONTO GROCERS WILL DONATE PICNIC PROCEEDS TO RED CROSS.

There was a meeting of the grocers' section of the Toronto R.M.A. held in the Association Rooms College Street Monday night.

Matters of routine business was discussed. Among these was the report of the picnic committee, which was discussed and acted upon. It was decided to hold the annual picnic on July 18 either at Niagara on the Lake or Queenston

The proceeds of the picnic it was decided would be given to the Red Cross Fund. A proposition was presented by a representative of America's interests suggesting a scheme of co-operative buying. The representative was heard on the matter but no action was taken.

New Goods Department

A NEW EGG CANDLER

The Grant "Dalight" Egg Candler is one of the newest arrivals on the Canadian market. It is a metal dark box with a light behind that lights the egg, while from above there is an observation funnel that enables the candler to examine the egg at a glance.

The chief merit of this candler is that it entirely does away with the old necessity of a dark room for candling eggs. The dark is provided where it is needed immediately around the egg, and consequently it is suitable for any sort of candling work. Either in the retail store or in the wholesale warehouse.

A number of different attachments are made to accompany this little machine, to adapt it to particular uses.

It is claimed by the manufacturers that the method of candling with the Dalight is more sanitary, that it is much more rapid and that the machine is more compact and considerably more adaptable to different varieties of conditions than any of the old systems.

The "Dalight" candler is manufactured by the Grant Manufacturing Co., Kokomo, Indiana.

Spirit Vinegar vs. Cider Vinegar

One Opinion Regarding the Relative Merits of the Two—A Discussion of Value at the Present Moment.

By Alby Robinson, Woodstock, Ont.

WHAT the Government analysts claim about cider and spirit, or what was called "white wine" vinegar, is that cider vinegar is made from apples, pears, etc., and the spirit vinegar is brewed from grain. The two vinegars of equal strength will have the same preserving qualities, but the spirit or malt vinegar is much preferable in every respect, as it is certainly cleaner and more healthful and should be used by every one, as it does not contain any decayed vegetable matter. Until a few years ago there was inferior vinegar made from acetic acid, with no particular flavor, and called white wine vinegar, and some people still think that all spirit vinegars are made from acetic acid and not as good as cider vinegar, which is not so much the case now, as the merchant is liable to a fine under the Pure Food Law if not up to standard. The spirits used in spirit vinegar are brewed from grain and the vinegar is made under Government supervision. The factory which has a large bonded warehouse in which to store a quantity so as to age it, to give it body and flavor, has an advantage, as it can be taken out of bond, so many grains strong, and shipped direct.

The bulk of cider vinegar is made from all kinds of decayed and wormy fruit, generally shoveled from the ground in the orchards, where hogs, sheep, cattle and fowl pasture more or less. Even the best looking apple deceives you sometimes. After you have taken a bite or two you find a decayed core and a big grub, which you do not eat, but this good looking apple, along with the rest which are filled with worms and grubs, and others that are so decayed that they will hardly hold together, all go to make cider vinegar. Thus, in order to have clean cider vinegar, each apple would have to be cut open in order to ascertain that it was free from decay and worms. It is doubtful if this is ever done, and if it were done, this vinegar made from this sound fruit would not be any better or more healthful than spirit vinegar.

A RE-DISCOVERED GRAIN

The announcement that an ancient Mexican grain has been re-discovered, has been received with keen interest in view of the fact that the attention of the world is directed to the question of food supply now, as it has not been in centuries.

At the time of the Spanish Conquest, an edible grain was used in Mexico known to the Aztecs as Huauhtli. It was an ivory white seed, smaller than mustard. While it had ceremonial religious uses, it was an important food when maize was scarce. The identity of this grain was a matter of doubt, for apparently, it had disappeared. The late Dr. Edward Palmer made extensive collections of the flora of the Mexican states of Sinaloa and Jalisco, and among his collections were found the seeds of an amaranthus, small, like fish eggs. The plant producing them was found both wild and cultivated, and the natives make a paste from the seeds. Dr. W. E. Safford, of the U. S. Department of Agriculture has identified these seeds as the supposedly lost Mexican food grain.

THE CHEESE SITUATION

Commissioner J. A. Ruddick, appointed to investigate the cheese situation, has notified the Cheese Boards throughout the country that the Government is not proposing any action at present beyond the nomination of himself and Mr. J. Alexander to act with the representative of the British Board of Trade, Mr. J. McGowan, who has come to Canada for the purpose of arranging, if possible, for the entire exportable surplus of Canadian cheese. Commissioner Ruddick states that nothing definite can be done until instructions have been received from England, and added that the Admiralty control of shipping space rendered very slight the chances of shipping cheese from Montreal.

TO PURCHASE CANADIAN CHEESE

After Much Negotiating British Board of Trade Over 21¾c a Pound for Finest Grade

Announcement has been made that the Cheese Commission at Ottawa has been authorized by the British Board of Trade to pay 21¾c. f.o.b. steamer, Montreal, for No. 1 finest grade cheese, and that buying on this basis will begin as soon as arrangements can be made. The price to factories will, of course, be less the inland freight and usual handling charges. The Cheese Commission will meet the trade in Montreal in the near future to complete the arrangements.

Following the recent commandeering of the New Zealand cheese at 19c. per pound by the British Government, Canada offered strong objection to similar treatment of the home market, and further suggested that in fixing prices the bad effect of low quotations should be taken into account as tending to curtail the supply of cheese by the diversion of the raw material to other products. The result of the negotiations has been the present offer of purchase from the British Board of Trade.

FOSTER SON OF BAKING POWDER MAGNATE BEQUEATHED HUGE FORTUNE

Mr. Ziegler, who was the chief owner of the Royal Baking Powder Co., left an estate to an adopted son, which has been estimated at from $16,000,000 to $30,000,000. William Ziegler, Jr., under the will of his foster father, has this great wealth turned over to him in four parts, the first when he is twenty-five. Mr. Ziegler will be 25 years old in July. Between now and July 20 it is estimated that the executors of the Ziegler estate will turn over to the young man real estate, bonds, and other securities valued at from $4,000,000 to $7,500,000. Part of the estate is in Canada, and the management of the entire estate is in the hands of Mr. Champ, formerly of Hamilton, and a brother of the general manager of the Steel Corporation of Canada.

CALIFORNIA DECIDUOUS FRUIT

Cherries and Apricots Will Soon be Moving Northward—The Latter Fruit Reported Scarce, but All Other Varieties Save Prunes in Fair Supply—Prices Will Probably Range Higher

It will only be a short time now before California deciduous fruit should be arriving on the Canadian market. The first cherries should begin to arrive in about two weeks. These are a welcome variety to the fruit display. Apricots will follow along in about a week's time after the cherries. Toward the end of this month there should be a very substantial showing of California soft fruit. There is a report that apricots and prunes are a fairly short crop, but other lines are reported to be showing prospects of a fine yield, and they are at the state now when they are past the danger mark and it can be fairly well estimated what the output will be.

Already there are reports of higher prices for California friuts. There seems no particular reason why these prices should advance, except that everything else has done so, and the California fruit grower is desirous of making the season as profitable to himself as may be. In California fruit, like Canadian basket fruit, there is this great safeguard against exorbitant prices. That it is of an extremely perishable nature, and can only be preserved for a very limited time. Moreover, the crop is so great that the supply naturally tends to keep the market at very even figures. It is probable, therefore, that despite the prophecy of higher figures that California fruit will be selling at around about the same figures as former years. Of course with the earlier fruits like the varieties mentioned, the supply is limited, and they may be expected therefore to bring fairly high prices.

NEWFOUNDLAND APPOINTS COMMISSION ON H. C. of L.

Newfoundland has shown the way in the matter of taking action regarding the High Cost of Living, and prior to indications of Canada's decision to appoint a Food Controller, a commission composed of five members has been appointed by the Newfoundland Government to investigate the food situation The commission will institute enquiries and make such recommendations to the government as seem warranted, regarding the supplies for the domestic requirements of the colony, the local production of foodstuffs, importation of flour, pork, sugar and other necessary provisions, and deal with the situation generally. The following is the average annual crop production of recent years in Newfoundland; cabbage, 800,000 doz.; hay, 60,000 tons; oats, 5,000 bushels; oat hay, 1,200 tons; potatoes, 600,000 barrels; turnips, 1000,000 barrels.

VALUE OF TRADE JOURNALS

Edwin N. Hurley, who recently retired as chairman of the Federal Trade Commission in the United States, says regarding trade journals in his book "The Awakening of Business":—

"Business men do not realize the value which trade journals and technical magazines may be to them in increasing the efficiency of their factories and giving them a broad, comprehensive view of their business. Our trade journals and technical papers should be encouraged and supported by our business men. Copies should be placed where employees can see them, and they should be urged to read and study them. These papers are preaching the gospel of sound business on practical lines, and are helpful, not only to business, but to the country as a whole."

COMMISSION TO MARKET CROP

The entire grain marketing system in Canada will henceforth be under the control of a Government-appointed commission for marketing the 1917 crop. Dr. Robert A. Magill, Winnipeg, former chairman of the Canadian Grain Commission, will be chairman of the newly-appointed body. Other members will include T. A. Crerar, president of the Grain Growers' Grain Company, and a representative of the Saskatchewan Co-operative Grain Company.

CUBAN SUGAR MILLS BUSY GRINDING CROPS

Despite recent disorders in the Island of Cuba, 128 sugar mills, manufacturing and producing about 60 per cent. of the total sugar crop of Cuba, have continued their work without interruption and about 950,000 tons of sugar have been received at the ports for shipping.

According to present calculations, the loss of cane burned during the disturbances amounted to about 5,000,000 tons. The present crop is running about 20 per cent. behind last year, and this is explained by the fact that crops began late in December.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

WITH the upward tendency in cash wheat prices during the week flour again was quoted higher by some of the large milling concerns. Demand for millfeeds is lessening now that abundant grass is available for livestock. Sugar prices are in somewhat weaker position owing to the continued good reports of production on the Island of Cuba. Demand for sugar throughout Canada is light at present, but with the approach of the fruit-preserving season it is anticipated a heavier demand may put greater firmness into the market.

Advances in prices have not been arrested by a noticeable slackening in trade. However, the increases have not been so apparent in the more staple grocery lines, but rather in some of the commodities that are a necessary part of the stock-in-trade of every wholesaler. Butter dishes, milk powder, maple syrup, chloride of lime, jams and jellies are among the lines affected. On the other hand there were declines in the price of butter and cheese. Eggs were in steady market, but with the increasing production it is anticipated that lower prices will prevail in that commodity also. The naming of the price which the purchasing commission of the British Government is prepared to pay has had the effect of causing the cheese market to steady down.

There has been a slowing up in trade quite generally during the past two weeks and various reasons are assigned. One of the theories advanced is that there is uncertainty over the conscription issue. It is pointed out that retailers are of the opinion that with considerable numbers of men taken from civilian life there will be less demand for grocery commodities. Another reason given is that retailers are already carrying fairly heavy stocks and have enough to take care of their trade for some little time.

QUEBEC MARKETS

MONTREAL, June 12, 1917.—With flour a little higher, and the market for cereals firm the general tone of the markets has been for strength. Fish conditions are perhaps the exception, fish supplies having been plentiful, and prices lower. There was a glut of lobsters on the market, and at one period during the week these sold retail at less than quotations for them wholesale. Poultry prices are also on the easy side, but provisions have not entirely responded to the weakness in the market for live hogs. Eggs are cheaper. Butter and cheese are cheaper. Potatoes are higher and the seasonable changes in the vegetables and fruits come faster now. Beans keep very scarce and high. There have been fewer changes in miscellaneous articles this week.

Yellow Sugars Are Shaded Slightly

Montreal.

SUGAR.—Steadiness has been the characteristic of the sugar market during the past week. There is a cessation of heavy demand for the present. This is welcomed by the refiners who have faced big pressure on productive powers for quite a few months of late. Prices keep steady and supplies of the raws come in satisfactorily. There has been a slight adjustment downwards of the yellow sugars, yellow No. 2 being now $7.85 instead of $7.95, and dark yellow $7.75 instead of $7.85. This is the only change.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 35
Acadia Sugar Refinery, extra granulated	8 35
Canada Sugar Refinery, extra granulated.	8 35
Dominion Sugar Co., Ltd., crystal granulated	8 35
Special icing, barrels	8 55
Diamond icing	8 55
Yellow, No. 1	7 95
Dark yellow	7 75
Powdered, barrels	8 45
Paris lumps, barrels	8 95
Paris lumps (boxes), 100 lbs.	9 05
Crystal diamonds, barrels	8 95
Crystal diamonds (boxes 100 lbs.)	9 05
Assorted tea cubes, boxes	8 95
Cut loaf (50 lb. boxes)	9 20
Cut loaf (25-lb. boxes)	9 40

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Firm And Scarcer Still

Montreal.

CANNED GOODS.—There is firmness in the canned goods market in every line more or less. Undoubtedly before new crop canned fruits, vegetables, etc., come on the market the present stocks will have dwindled very low. Canadian sardines are now at $7.00 a case with perhaps a few lots available at $6.75 per case. Canned salmon shows shortages in certain lines now, and is in firm market continually. Demand is good, and the outlook is for further firmness.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 45
Pinks, 1-lb. talls	1 75	1 80
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Canned Vegetables—		
Toamtoes, 3s	2 25	2 30
Tomatoes, U.S. pack	....	2 25
Tomatoes, 2½s	2 15	2 20
Peas, standards	....	1 35
Peas, Early June	....	1 45
Beans, golden wax	....	1 60
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	....	2 00
Corn (on cob, gal. cans, doz.	....	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	....	2 75
Red cherries, 2s	....	2 25
Strawberries, 2s	2 40	2 50
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallon)	3 75	4 00
Peaches, 2s (heavy syrup)	....	1 75
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25

Prunes Incline To Greater Firmness

Montreal

DRIED FRUITS.—Spot prunes are firmer, and while some wholesale firms are still quoting as below, other firms are advancing their prunes by from one and a half to two cents per pound. It is possible that by time of publication all prunes will be noticeably firmer. From the primary markets little news is heard this week. Firmness is rumored however, and there can be no doubt but that with the United States in the War prunes will be in demand for troops and scarce and firm for civilian use. Other lines of dried fruits are steady, but there was a weakness of tone noted in one quarter as to seedless raisins. This may be only a passing phase however, and prices were not actually affected.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	....	0 13

Apples, choice winter, 50-lb. bxs.	0 13	0 13½
Apricots —		
Choice, 25's, faced, new crop..	.....	0 28
Nectarines, choice	....	0 11½
Peaches, choice	....	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	....	0 32
Lemon	....	0 24
Orange	....	0 27
Currants—		
Filiatras, fine, loose, new.....	0 21	0 22
Filiatras, packages, new, lb....	0 21	0 22
(In the present condition of market prices are considered merely nominal.)		currant
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	....	0 12½
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 13
Excelsior	....	0 11½
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 8 oz., doz.	....	0 95
Cal. bricks, 10 oz., doz.	....	1 20
Cal. bricks, 16 oz., doz.	....	1 40
Cal. layers, 10 lb., 5 rows, box.	....	1 60
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat.	....	2 40
Comadore (Portugal), per mat 33 lbs.	....	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	0 12	0 13½
90 to 100, in 25-lb. boxes, faced	....	0 11
Prunes (Oregon)—		
30s	....	0 13
40-50s	....	0 12½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.00; 4-crown cluster, $3.50; 6-crown	....	3 75
Muscatels, loose, 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Advances; Cane Syrup Line Up

Montreal.

MOLASSES AND SYRUPS.—Molasses is higher in price, and supplies are coming most irregularly to Montreal. There are doubts as to the future in this line. It is possible that much higher prices may yet be seen, and on the other hand better supplies might even lead to a slackening off. Demand is good, and market firm at present. Corn syrups are firm, but no changes have been reported this week. Changes might come in the direction of further firmness for the corn market is again strengthening. Cane syrup in cans has advanced quite sharply for one brand quoted below. At this new price owing to cost of containers there is actually less margin of profit for the manufacturers than at the former figure when can making material and packing case materials were at normal figures.

	Prices for Fancy, Island of	Choice, Montreal
Barbadoes Molasses —		
Puncheons	0 74	0 68
Barrels	0 76	0 71
Half barrels	0 79	0 73

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case....	5 50
Barrels, per 100 lbs.	6 50
Half barrels, per 100 lbs.	7 00

Nut Markets Firm, But Peanuts Shaded Down

Montreal.

NUTS.—The fimness of market for nuts maintains steadily, and there will probably be few arrivals of nuts from Europe while the war lasts. Ships are so much diverted to war purposes, and the carrying of essential foodstuffs. This week finds all nuts in firm market, but there is a shading towards easier tone in peanuts. These are shaded down about half a cent by wholesalers, but the primary markets promises more firmness. Shelled walnuts are firmer in price. It costs more to import these now than retailers are asked to pay for them, but demand is not heavy at present. New Brazil nuts for fall will be about 16 cents according to one report.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	....	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 18	0 20
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16½	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2.	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 18½
Walnuts (shelled)	....	0 52
Walnuts (Marbots), in bags.	0 13	0 16
Walnuts (California), No. 1.	....	0 24
Cocoanuts, 100 size, per sack.	....	7 50

Beans Still Scarce; Hand-Picked Rare

Montreal.

BEANS.—Beans are as scarce, and as firm in price as ever in the history of the province it is believed, but still by a curious turn of business at this season there have come on the market in limited quantities some Canadian hand-picked, and Canadian 3 lb. pickers. Only about a carload of the hand-picked is heard of. These were kept for seed, but seeding time passed without their being used, and they are on the market for culinary purposes at $10.50 per bushel. Similarly with three pound pickers, but only a few bags of these are available. These were quoted at $9.50 per bushel. Imported beans supply the market for the most part now at firm prices also.

Beans—		
Canadian, hand-picked	...	10 50
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Yellow Eyes, per lb.	0 15	0 15½
Lima, per lb.	....	0 20
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb.	0 15½	0 16
South American	....	5 70
Peas, white soup, per bush.	...	5 00
Peas, split, new crop, bag 98 lbs.	10 00	10 10
Barley (pot), per bag 98 lbs.	6 00	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice And Tapioca In Firm Market

Montreal.

RICE AND TAPIOCA.—There is not such a vigorous demand at present for rice, according to reports, and the market is steady at present. Prices as quoted below are found prevailing amongst the wholesalers, though in one instance lower prices were quoted, but with the reservation that they would probably firm up for general business. Rangoon "B" rice is quoted at $7.35 per 100 lbs. Siam No. 2 was in the one source noted, quoted as low as $7.25. Further advances were not anticipated at time of reporting, but it was remarked that Vancouver rice might be subject to fluctuations from which in the meantime the Montreal market is free. Tapioca is still exceedingly firm and scarce.

"Texas" Carolina, per 100 lbs.	....	9 90
Patna (fancy)	....	10 15
Real Carolina, per 100 lbs.	11 00	11 50
Patna (good)	....	9 40
Siam, No. 2	7 25	9 15
Siam (fancy)	....	8 40
Rangoon "B"	....	7 35
Tapioca, per lb.	0 14	0 15
Tapioca (Pearl)	....	0 14

Coffee And Cocoa In Steady Market

Montreal.

COFFEE, COCOA.—The market for coffee is unchanged this week. There was a passing firmness of late but this has not come to anything permanent. It is even believed that should the United States add further duties to coffee, the difference would be absorbed by Brazil before it was allowed to burden the market in Canada. With their markets so restricted by the war the growers are concerned mainly to preserve at normal and encourage if possible all the market they have. Thus coffee has kept at low prices for so long. Demand is normal, and the outlook is for steadiness. Cocoa is also steady, with the summer conditions of demand prevailing.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market Is Firm As Ever

Montreal.

TEA.—Conditions as regards tea supplies in Montreal are not greatly altered from those prevailing last week. The tone of the market is still firm. There are only small and irregular arrivals of teas, and these are at high prices to the importer. Arrivals from the Orient after delays at transhipping points are sometimes found to have been damaged. Still for the most part the loss by damage is less than it would be under ordin-

ary conditions as teas of all kinds are scarce. In certain instances where wholesalers are content with normal profits on teas bought at normal prices of say six months ago, good bargains can still be picked up at prices not greatly advanced but this is a very transient condition. Japan teas are from 4 to 5 cents higher than at last year's market. The market for China teas will soon open.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spice Market Is Steady And Firm

Montreal.

SPICES.—Irregularity characterises the main markets for spices at present, but the local condition of things is quiet though very firm. Peppers have shown a slightly easier trend in New York. This may be only a passing phase, probably is so. Cloves are very scarce. Nutmegs, mace, cassias and gingers are steady for the most part. Pimento is slightly easier and in steady demand. Seeds and herbs are quiet for the present. The question of ship space still bears greatly on the spice situation, and the American markets are still doubtfully poised anticipating duties.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 35	0 40
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	....	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Changes Are Many In Season's Lines

Montreal.

FRUIT AND VEGETABLES.—Seasonable changes come rapidly in prices of vegetables, but there are still fluctuations up and down. Oranges are a shade more expensive this week. Grape fruit are easier. Lemons are firmer. Limes have appeared for the first time this season in small boxes of 80 at $1.50. Pineapples are steady and fairly plentiful, but have passed their zenith of supply. Apples are at the fag end of their supply for old crop, and in very little demand. In the vegetables potatoes are up again to $4.25 for Green Mountains. Quebecs are steady. Some red onions have arrived, also new carrots, turnips and beets. Tomatoes are easier, and Mississippi flats have arrived at $1.75 a crate. Beans are shaded downwards. Rhubarb is more plentiful and cheaper. Cucumbers are up. There will be more frequent changes in the seasonable lines now.

Bananas (fancy large), bunch	2 75	3 50
Oranges—		
Navels, per box	....	4 25
Floridas	....	5 00
Valencia, ordinary and large	4 25	5 00
Grape fruit	2 75	3 25
Lemons	3 75	4 00
Limes, box of 80	....	1 50
Pineapples, Cuban, crate	....	3 50
Watermelons (U.S.) each	0 50	0 75
Apples—	No. 1	No. 2
Russets	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches	3 00	4 00
Celery, greentop, per crate	....	4 00
Celery (U.S. washed), doz.	....	1 25
Celery (Florida), crate	....	3 50
Onions, Bermuda, crate 50 lbs.	....	3 25
Onions, Texas (crystal wax), crate 50 lbs.	....	3 00
Texas onions (red), crate	....	2 90
Onions, Australian, sack 100 lbs.	....	7 00
White onions, per bag (100 lbs.)	....	6 00
Red onions, 100 lbs.	....	6 50
Potatoes (Green Mt.), bag, 80 lbs.	....	4 25
Potatoes (new), per hamper	....	4 00
Potatoes (new), per bbl.	....	12 00
Potatoes (red)	....	3 75
Potatoes (sweet), per hamper	....	4 00
Carrots, per bag	....	4 00
Carrots (new), doz. bunches	....	0 90
Beets, per bag	....	2 00
Beets (new), doz. bunches	....	1 25
Parsnips	....	1 50
Peas (new), per hamper	....	3 00
Turnips (new), per doz.	....	1 25
Lettuce, curly, per box	....	2 00
Lettuce, Romaine, doz.	....	1 00
Lettuce, Boston, box of 2 doz.	....	2 25
Tomatoes (Florida), per crate	3 25	3 50
Tomatoes, Mississippi Flats	....	1 75
Horse radish, per lb.	....	0 25
Cabbage (new), Charleston, crate	....	4 75
Cauliflowers (doz.)	3 50	4 00
Cranberries (Cape Cod), barrel	9 00	13 00
Beans, U.S. wax, basket	3 25	3 75
Beans, U.S., green, basket	....	3 75
Leeks, per doz. bunches	....	2 00
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	4.00
Rhubarb, per doz.	0 25	....
Eggplant, per crate	6 50	7 00
Cauliflower, crate	....	4 00
Garlic (Venetian), lb.	....	0 10
Endive (Canadian), lb.	....	0 25
Strawberries (Louisiana), pints	....	0 12
Strawberries (quarts)	....	0 20
Cucumbers (Fla.), basket	3 75	4 50
Artichokes (Jerusalem), bag	....	1 25

Fish Supplies Are Quite Plentiful

Montreal.

FISH.—Trade is very active in fish, and demand is good, but owing to large supplies in almost every line prices have weakened since our last report. There has also been some competition between producers, particularly as regards haddock and halibut, and this has had the effect of bringing the prices pretty low. This situation should be welcomed by consumers who substitute fish for flesh food. Gaspe salmon are now arriving in fair quantities, and are selling comparatively low. Mackerel are also more plentiful and demand is up to expectations. More halibut is being offered from the East and West lately than has been noted for some time. The market is well supplied and prices sag. Lobsters have been a drug on the market, selling at any prices they would bring for a time, but this condition is believed to be at an end now.

SMOKED FISH		
Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes	....	0 90
Smoked boneless herring, 10-lb. box	....	1 40
Smoked eels	....	0 12

SALTED AND PICKLED FISH	
Herring (Labrador), per lb.	$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	17 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00 15 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80

SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 12	0 15
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		2 75

FRESH FROZEN SEA FISH.		
Halibut	16	17
Haddock, lb.	..	06
Mackerel (med.), each		20
Mackerel (large), each		25
Cod steak, fancy, lb.		8
Salmon, Western	15	— 16
Salmon, Gaspe	18	—20

FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 11	0 12
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.	....	12 00
Malpeque Shell Oyst. (ord.), bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	12 00
Clams (med.), per bbl.	....	8 00

FRESH FISH		
Haddock	0 05½	0 06
Steak Cod	0 06½	0 07
Market Cod	0 05½	0 06
Carp	0 10	0 11
Dore	0 14	0 15
Lake trout	0 14	0 15
Pike	0 10	0 11
B.C. Salmon	0 15	0 16
Gaspe Salmon	0 16	0 17
Gaspereaux, each	....	0 03
Western Halibut	0 17	0 18
Eastern Halibut	0 16	0 17
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch	....	0 09
Bullheads	....	0 12
Whitefish	0 15	0 16

ONTARIO MARKETS

TORONTO, June 13.—Flour prices were again moved to higher levels during the week by some of the large milling concerns. Sugar prices were inclined to be in weaker market, with demand very light. It is anticipated with the coming of the fruit preserving season a heavier demand may develop, and thus put some firmness in the market. Price changes have not been as numerous during the week, but were of sufficient number to give the impression that the market is still a rising one. Business was slow during the week. Some attribute it to the fact that retailers are fairly well stocked up, while others again assign the reason to the uncertainty attached to business in the face of conscription. It is pointed out that if a large number of men are taken from the

domestic consuming class that retailers will not have such a large field to draw from in the matter of trade.

Production Still Keeping Up Well

Toronto.

SUGAR.—The main centre of interest in the sugar market continues to be the conditions on the Island of Cuba. During the past week production has been proceeding at a good rate, and is rapidly catching up on the figures of last year at a similar period. Visible production on that Island has now passed the two and one-half million mark, being now at 2,532,760 tons, against 2,738,803 tons last year at the same time, and 2,199,092 tons in 1915 at the same period. During the week 34 centrals finished grinding, which now leaves the estimated number still grinding at 81 centrals, against 32 last year and 52 in 1915. Of the number of centrals that have finished grinding, the returns from 30 show that 3,859.146 bags were produced. One of the leading sugar authorities estimated at the first of the season that the production on these plantations would be 4,191,000 bags, and on this basis estimated there would be a crop of 3,600,000 tons. Stocks of raw sugars at Atlantic ports were heavy during the week and declines in raws of .07c per pound were recorded. Business in the United States is more or less restricted pending legislation at Washington. As to what will develop in the way of a revenue tax is still in doubt. Business in sugar locally is still very light. Heavy purchases made during the first four months of the present year were equivalent to about six months' supply in normal times. This sugar will have to be used up before any large demand begins again. With the coming of the fruit preserving season it is expected the demand from wholesalers will develop. Prices remained unchanged during the week.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 49
Acadia Sugar Refinery, extra granulated	8 49
Canada Sugar Refinery, extra granulated	8 49
Dominion Sugar Refinery, extra granulat'd	8 40
Yellow, No. 1	8 09
Special icing, barrel	8 69
Powdered, barrels	8 69
Paris lumps, barrels	9 09
Assorted tea cubes, boxes	9 09

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Milk Powder And Butter Dishes Higher

Toronto.

MILK POWDER, BUTTER DISHES. Increases were recorded in milk powder during the week of from 4c to 4½c per pound. This commodity is now selling in drums at 24½c per pound, an increase of 4½c, and in barrels at 23c, an advance of 4c. Klim milk in tins is now quoted at $15.50 per case, an advance of $1.50. Butter and lard dishes have been increased in the neighborhood of 50c per thousand. Half-pound size remains the same at $2.75; one-pound have been increased 50c, and are now selling at $2.80. Two-pound size has been advanced 55c to $3.30; three-pounds are up 40c to $3.60, while 5-lb. size has also been increased 40c to $4.20. Royal salad dressing in gallons has been increased 25c, and is now selling at $2.75. Maple syrup in tins has been increased 20c per dozen to $2.90, with larger size at $4.85, an increase of 25c. Chloride of lime in cases one-half pound containers has been advanced 50c to $3.20. One-pound containers have been advanced 25c, and are now quoted at $2.50. Bulldog ammonia has been advanced 30c per case, and is now quoted at $2.70. Gold Dust washing powder has again been increased slightly. The large size remains the same as recorded last week at $5.75, while the medium and small size has been advanced 10c, now making the selling price $5.60. Sunny Monday soap has made a further advance from the one recorded last week, the selling price being now $6, an advance of 40c. N. P. soap prices were announced as withdrawn last week, and higher prices have been announced at $4.10 per case, an increase of 35c. Carnation brand of condensed milk is now quoted at $6.15 for 16-oz. size, 48 to case, while 6-oz. baby size, 96 to case, is quoted at $5.15. St. William's jams, raspberry, strawberry and black currant have been advanced. In 16-oz., glass bottles, the new price is now $2.85, being an advance of 10c to 25c. In 4-lb. tins the price is now 77c, the former price being 68c to 75c. Bulk jellies are up in price, having advanced from 25c per pound to 28c to 30c. Soap chips are now sold from the manufacturers at open prices. Manufacturers of Windsor salt have announced that on account of abnormal conditions with respect to labor, transportation and demand for salt for military uses, they are unable to promise delivery inside three months' time.

Demand For Canned Goods Is Excellent

Toronto.

CANNED GOODS.—Wholesalers report the demand for canned goods as keeping up wonderfully well, with corn and peas in a steady demand. In canned tomatoes there was an inclination toward higher prices during the week, 2½'s selling from $2.35 per dozen up to $2.50. Corn was in very firm market, with lowest quotations generally ranging around $2.10 per dozen. Salmon is in good demand, but new pack prices have not yet been named, although orders are being placed by wholesalers at open quotations. The run of sockeye salmon will not begin at the coast until about the first week in July. This is the year of the big run in Western waters. Red spring salmon are now being caught, but the run is light. It is stated by those closely in touch with the situation that the prices of canned salmon will be higher than they were last year, due to the heavy demand both from foreign and domestic sources, and also to the increased cost of labor and tinplate. Ordinarily the new prices on salmon are named some time in August, and it is expected prices will be announced about the usual time this year. Canned peaches, 2's, have been advanced 10c per dozen, and are now selling at $2, while 2½'s are quoted at $2.45 and 20-oz. at $1.50.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 00	3 25
Alaska pinks, 1-lb. talls	2 40	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 85
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 20
Pumpkins, 2½s	1 95	2 10
Apples, gallons, doz.	....	4 00
Pineapples, Hawaiian, 2s, doz.	2 45	3 00
Pineapple, Hawaiian, 1s, doz.	....	1 50

Molasses Holding In Firm Market

Toronto.

MOLASSES, SYRUPS.—Molasses quotations were firmly maintained during the week. Demand for the commodity has been fairly good. Firm prices on tinned goods of certain brands have been withdrawn, now being sold only subject to confirmation by the manufacturers. Corn syrups and cane syrups also held in a steady market during the week so far as prices are concerned.

Corn Syrups—		
Barrels, per lb.	....	0 06½
Cases, 2-lb. tins, 2 doz. in case	....	4 60
Cases, 5-lb. tins, 1 doz. in case	....	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	....	4 80
Molasses—		
Fancy Barbadoes, gal.	0 78	0 82
West India, ½ bbls., gal.	0 46	0 48
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz.	....	4 25
Tins, 3-lb., table grade, case 2 doz.	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00

Interest In Dried Fruit Is Waning

Toronto.

DRIED FRUIT.—Business in dried fruits is languishing somewhat, as indeed it has been within recent days in most grocery lines. The same condition is noted in the United States. As to the exact reason for such a condition it is hard to surmise. In the United States things are reported at a standstill in dried fruit so far as trading between jobbers is concerned. How much is due to apprehension with respect to a possible control of the food situation is not apparent, but it is stated by authorities in the market that general conditions in the market have much to do with the situation. Prunes in first hands are depleted so far that there is little interest in trading. New crop prospects are constantly improving, and the hope that lower prices will be named for the coming season continues to grow. The crop

of peaches is showing up to better advantage than was at first supposed. Apricots are also improving, and will probably run to larger sizes because of early damage to the crop. The crop outlook in raisins is regarded as fairly satisfactory.

Apples, evaporated, per lb.	0 13½	0 14
Apricots, choice, 25's, faced	0 24	0 26
Candied Peels—		
Lemon	0 25	0 26
Orange	0 26	0 27
Citron	....	0 30
Currants—		
Filiatras, per lb.	....	0 22
Australians, lb.	0 21	0 23
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 60
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25's, faced	0 15	0 16
40-50s, per lb., 25's, faced	0 14½	0 15½
50-60s, per lb., 25's, faced	0 14	0 15
80-90s, per lb., 25's, unfaced	0 10½	0 12½
Peaches—		
Choice, 25-lb. boxes	0 13½	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15½	0 16

Trade In Teas Has Been Light

Toronto.

TEAS.—Trading in tea has been light during the week, sharing in this respect the general condition in the grocery trade. There was no disposition for the market to be any easier in tone, there being an underlying tone of firmness to the situation. Some stocks of teas are reported to be on the way from Calcutta and Colombo, but definite information as to their whereabouts is still lacking. This shipping situation has not improved any, and it is anticipated that it may get worse before it shows any signs of betterment. Prices remained unchanged during the week. Arrivals of the S.S. "City of Durham" and "Karema" at Boston and the "Empress of Russia" at Vancouver during the week brought some additional stocks of tea for the Canadian market by the direct route. This has had the tendency of making the market somewhat easier in tone.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

New Coffee Crop Will Soon Be On Move

Toronto.

COFFEE.—The new crop of Brazilian coffee is expected to be a large one, and will soon be ready to harvest. This fact, together with the large supplies held in the United States, is expected to keep coffee in a steady if not a weak position. It is estimated there are supplies for at least six months' ahead in that country. The fact that more and more ships are likely to be withdrawn from the South American trade for the purpose of carrying supplies to the Allied countries is given as one possible reason why prices of coffee should hold firm. During the past week in the primary market in New York there was a decline of ½c per pound, and purchases were fairly heavy in that market on this basis, as it was apparently considered a good speculation.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Pepper And Cream Of Tartar Very Firm

Toronto.

SPICES.—Dealers in spices report the trade is picking up, being larger at the present time than at this time last year. Cream of tartar continues in a very firm position following the recent advances recorded in that commodity. Pepper is also in a similar position. While the market is strong, dealers are not anticipating an immediate rise in the very near future. Carraway seed in certain instances is quoted up as high as 90c.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 32	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Carraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure	....	0 60
American high test	....	0 65

Shelled Almonds In Very Firm Position

Toronto.

NUTS.—There is a firm position in shelled almonds in the primary market, as indicated by an advance of 3c to 4c per pound recorded in the New York market during the week. There is very little interest in nuts locally at the present time. Brazil nuts, however, are quoted to arrive at 14½c to 15c per pound. Spot stocks are quoted from 17½c to 20c. Shelled peanuts are in a firm position, with quotations ranging as high as 18c.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 19
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 14	0 18
Brazil nuts, lb.	0 17½	0 20
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California	0 26	0 33
Peanuts, lb.	0 16	0 18

Rice Prices Were Maintained During Week

Toronto.

RICE AND TAPIOCA.—Prices for rice held steady during the week, with a fair demand reported. There have been fair arrivals of stocks from the Southern rice fields, and this is taking care of the needs of the trade. Supplies in the Southern centres are reported to be not large, being chiefly held in second hands. Satisfactory progress is reported on the planting of the new crop. Tapioca held steady in price.

Texas, fancy, per 100 lbs.	10 50	11 50
Siam, fancy, per 100 lbs.	8 00	9 00
Siam, second, per 100 lbs.	7 50	8 00
Japans, fancy, per 100 lbs.	9 00	9 50
Japans, second, per 100 lbs.	8 00	8 50
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 13½	0 15

Bean Stocks Are Heavier Than Recently

Toronto.

BEANS.—With some recent arrivals of Rangoon beans there were larger supplies in the market during the week. Some wholesalers are out of the market entirely, and are not making any quotations. There has been a fair inquiry for beans. Yellow-eyes were again quoted in the market at 16c per pound, an advance of 1c, making the price per bushel now $9.60. Lima beans are in firm market, with stocks locally in narrow compass.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel	....	9 60
Japanese, per bush.	....	10 00
Black eyes, Cal., bushel	....	6 50
Limas, per pound	0 19	0 20

Price Movements In Package Cereals

Toronto.

PACKAGES.—Advances in several lines of package cereals have been recorded during the week. Krinkle and Quaker cornflakes are now being quoted at $3 per case, an advance of 5c. Quaker oats, 18's, have been advanced to $1.50 per case, while Tillson oats, 20's, have been increased 15c to $4.90 per case. Recent prices on shredded wheat have been withdrawn by the manufacturers, and prices are subject to change without further notice. Business in these lines has been fairly good. Cornstarch and starches held steady in price.

Cornflakes, per case	3 00	3 40
Rolled oats, round, family size, 20s	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 45	1 80
Rolled oats, square case, 20s	4 00	4 90
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10¾
No. 2, pound cartons	....	0 09¾
Starch, in 1-lb. cartons	....	0 10¾
Do., in 6-lb. tins	....	0 12½
Do., in 6-lb. papers	....	0 09¼

Whitefish Lower; Eastern Salmon Down

Toronto.

FISH.—With heavier arrivals of whitefish during the week prices showed a decline by 1c per pound, making the range now from 14c to 15c. Salmon trout, on the other hand, was firmer in price owing

to the comparative scarcity of this class, and was quoted 1c higher. Restigouche salmon from New Brunswick is arriving in larger quantities and quotations were lower by 7c per pound. Slightly lower prices were also recorded in mackerel. British Columbia red spring salmon reached the market during the week, and was quoted at 20c. Pickerel or dore is also in, the price ranging from 13c to 15c per pound. Demand for whitefish is good

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	....	1 50
Digby herring, bundle 5 boxes	1 10	1 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits 15 lbs	....	2 25
FRESH SEA FISH.		
Halibut, medium, fresh, lb.	0 16½	0 17
Halibut, frozen	0 16½	0 17
Cohoe salmon (red), frozen	0 14½	0 15
Salmon, Restigouche, lb.	0 18	0 20
Haddock, fancy, express, lb.	0 08	0 09
Steak, cod, fancy, express, lb.	0 10	0 11
Mackerel, lb.	0 10	0 12
Flounders, lb., frozen	0 09	0 10
Winkles, per bag	....	1 75
FRESH LAKE FISH.		
Herring, lb.	0 10	0 12
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	0 14	0 15
Trout, lb., fresh	0 13	0 14
Herrings, frozen	0 06	0 06½
Tullibees, fresh, lb.	0 08	0 09

Old Potatoes Are Getting Cleaned Out

Toronto.

VEGETABLES.—Wholesalers are now getting pretty well cleaned out of old potatoes, and they are not anxious to take on additional stocks. The arrival of new potatoes is expected to have a weakening tendency on remaining stocks of old potatoes. Delaware potatoes are about cleaned out of the local market. A few Ontario potatoes reached the market during the week, and were sold at $4.25 per bag. Inquiries among the farmers by local dealers recently revealed the fact that there are still small odd lots waiting to be marketed in some of the country districts. New potatoes in barrels from the South were quoted at $13. Canadian asparagus was down 25c to 50c per basket. Green string beans in hampers were also lower by 50c. Cabbage in case were quoted considerably lower. Canadian head lettuce is now supplanting the California article, and is quoted at $1.25 per dozen. Likewise Mississippi tomatoes in four-basket carriers are now in the market to take the place of the California product. They are selling at $1.75 per carrier.

Asparagus, Can. grass, 11-qt. bkt.	1 25	1 50
Beets, new, hamper	....	2 25
Beans, green, string, hamper	....	3 00
Beans, golden wax, hamper	3 00	3 25
Cucumbers, Can., hothouse, 11-qt. basket	2 00	2 25
Cucumbers, Florida, hampers, 6 doz.	3 00	3 50
Cabbage, case	3 00	4 75
Carrots, new, hamper	....	2 00
Celery, Florida, half case	....	3 00
Lettuce, per doz. bunches	0 20	0 30
Canadian head lettuce, doz.	....	1 25
Mushrooms, 4 lbs.	....	2 50
Onions—		
Texas, 50-lb. box	....	2 75
Green, per doz. bunches	....	0 30
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	....	4 75
Elbertas, bag	3 75	4 25
New, hamper	3 25	3 50
New, barrel	....	13 00
Peas, green, hamper	2 50	2 75
Radishes, doz. bunches	....	0 15
Spinach, bushel hamper	0 50	0 75
Green peppers, doz.	....	1 00
Tomatoes, Miss., 4-bkt. carriers	....	1 75
Parsley, basket	....	0 75
Watercress, basket	0 30	0 50
Turnips, new, hamper	....	1 50

Pineapples Will Likely Be Higher

Toronto.

FRUIT.—From present indications it would seem that pineapples had reached the lowest point for the season, and are now on the up-grade again. Arrivals in New York have been light in comparison with the demand for this fruit. Some of the fruit is showing a tendency to go bad, which is accounted for by the fact that shipments were held up for a considerable time at Havana on account of a strike. Porto Rican pines are off the market. California navel oranges are higher in price by 25c, and late Valencias are also slightly firmer. Rhubarb is again easier owing to the quantities reaching the market. Strawberries are arriving in good quantities, and quotations range from 16c to 18c per quart.

Apples—		
Boxes, American	2 75	3 00
Bananas, yellow, bunch	2 25	2 75
Bananas, red, bunch	2 50	3 00
Cherries, Cal., box	2 50	3 25
Oranges—		
Cal. Navels	3 75	4 00
Cal. late Valencias	4 00	4 25
Grapefruit, Cuban, case	3 75	4 25
Florida, case	5 00	5 50
Lemons, Cal., case	....	4 50
Messinas, case	3 25	3 50
Pineapples, Cubans, case	3 75	4 00
Rhubarb, oz. bunches	0 20	0 25
Strawberries, 1-qt.	0 16	0 18
Watermelons, each	0 60	0 75

MANITOBA MARKETS

WINNIPEG, June 13.—Unsettled with a generally upward tendency describes in brief market conditions prevailing here to-day. "It is almost impossible to get out a catalogue," said the manager of a big wholesale grocery firm to-day. "We were at work on one for six weeks and had no sooner received revised proofs than they had to go back to be recorrected, and by the time it was ready it was again in need of revision."

Wholesale houses, however, report an excellent city and country trade, but for some time there was great anxiety owing to the continued dry weather. Ample rains, however, which have fallen during the past few days have put the crops in splendid shape.

Very general interest has been taken in the Retail Merchants' Convention and a large number of country merchants are attending. They generally report rural conditions as good, but rain urgently needed.

Generally, the situation calls for extreme caution. Unexpected strains on staple lines supplies may come at any time caused by heavy purchases by the Allied Governments. A thorough survey of available supplies of all lines of foods and a more or less wholesale regulation of prices is not improbable. The fact that the handling of the surplus grain supplies of Canada and the United States will be under direct Government control will be likely followed by a direct control of meats and fats and not improbably sugar.

Sugar Still in Steady Market

Winnipeg.

SUGAR.—Sugar is still quoted at $9.05 per cwt. standard granulated in bags and there is not much probability of a decline. It is true that the output from Cuba, the U.S. and other sources on this side will be heavier than average, but this is offset by a great falling off in European production, and a heavy European demand. A well known authority estimates that 2,000,000 tons of American sugar will be needed abroad. This demand could be supplied if the tonnage is available, if not an easier feeling will prevail in prices on this side. This, however, would work only to a limited extent as the knowledge of the big outside market hungry for the staple will encourage holders to hang on.

Corn Acreage Heavy, Corn Products Steady

Winnipeg.

SYRUPS. — Some dealers have been looking for an advance in syrups due to a low carry over of corn and the present high price of that cereal. Against this logic is the fact of an enormous increase in the acreage under corn in the United States and promise of a record crop. With average yields there should be a great easing off of corn prices and corresponding drop in corn products. Manufacturers will from now on keep a sharp eye on the corn crop. Should a moderate expectation of from five to six billion bushels of corn be harvested there will be no very high-priced corn products, and these very valuable foods will be very reasonable in price. These considerations point to caution in buying. There may be advances between now and harvest, but a slump is coming, it is said.

2-lb. tins Beehive" and "Crown"	$4 73
5-lb. tins "Beehive" and "Crown"	5 13
10-lb. tins "Beehive" and "Crown"	4 86
20-lb. tins "Beehive" and "Crown"	4 87
½ bbl. "Beehive" and "Crown"	7 50
Crown, in quart sealers	4 43
"Lily White," 2-lb. tins	5 23
"Lily White," 5-lb. tins	5 63
"Lily White," 10-lb. tins	5 36
"Lily White," 20-lb. tins	5 37

California Only Source Of Dried Fruit Supply

Winnipeg.

FRUITS.—There is nothing new to report on the dried fruit situation—prices seemingly being in a rut, the outlook for next season's supplies is, however, en-

couraging. The coast fruit crops are promising well. Some lines of California dried fruits are pretty well exhausted and will shortly be off the market until the new crop comes in. There is little prospect of supplies being obtainable from any but California sources for a considerable period.

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb..	0 13¼	0 14
Apples, 25-lb. boxes	0 13¾	0 14¼
Apples, 3-lb. cartons, each	0 44	0 52
Pears, choice, 25's	0 13½	0 15½
Apricots—		
Choice, 25's	....	0 23
Choice, 10's	....	0 24
Peaches—		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants—		
Fresh cleaned, half cases, Australian, lb.	0 19	0 22
Dates—		
Hallowees, 68-lb. boxes	....	0 12⅛
Fards, box, 12 lbs.	....	2 00
Raisins, California—		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes.	....	0 10
3 crown, loose, 10-lb. boxes.	....	0 10½
Figs—		
Cooking, in mats	....	0 07½
Mediterranean, 33-lb. mats	....	0 08½
Prunes—		
90 to 100, 25s	0 11¼	0 12½
40 to 50, 25s	0 15½	0 17
Peels—		
Orange, lb., 7-lb. boxes	....	0 22½
Lemon, lb., 7-lb. boxes	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

Sharp Advance In Whole Yellow Peas

Winnipeg.

DRIED VEGETABLES. — In white beans Manchurians are the only line available and they are selling around $7.50 per bushel. California Limas have —Manitoba markets— Ov-d become more of a factor in the market and are growing in popularity. Whole yellow peas are becoming scarce and are now quoted at $1.50 per bushel advance over last week.

California Lima Beans—		
80-lb. sacks	0 20	0 25
Peas—		
Split peas, sack, 98 lbs.	7 00	7 50
Whole green peas, bush.	....	5 50
Whole yellow, bushel	....	5 00

Must Expect Advances In Rice And Tapioca

Winnipeg.

RICE AND TAPIOCA.—A general advance in prices of rices, sagos and tapiocas is to be expected. Most retailers contracted for their supplies some time ago and are now getting them at a price that is below what the wholesaler is himself paying. Rices are selling at the prices quoted, but new contracts could not be got at them or even at a cent advance. Sago and tapioca are both worth 14c., and almost sure to go higher.

Japan, No. 1, lb.	0 06½
Japan, No. 2, lb.	0 05¾
Siam, lb.	0 05¼
Patna, lb.	0 06¾
Tapioca, lb.	0 14
Sago, lb.	0 14

Salmon Run Has Been Very Unsatisfactory

Winnipeg

CANNED GOODS. — There is little chance of any decline in prices of canned salmon. The Sockeye run is reported as very light and the canners have now nothing to depend upon but Cohoes, which are not nearly as popular with consumers as red Sockeye. The British Government has been a heavy buyer of the canned supply and Western Canada will this season have to consider as a luxury the canned salmon at one time so plentiful and cheap here.

Whitefish Plentiful; Cod Soon Off Market

Winnipeg.

FISH.—Codfish will be off the market shortly. The spring salmon run is over and Winnipeg will from now on have to be content with dog salmon. The Government is at last turning attention to the sadly neglected inland fisheries of the Canadian West. Legislation limiting the catch in several of the larger lakes has been passed and the removal of the Selkirk fish hatchery to the mouth of the Little Saskatchewan is a step that commonsense dictated long ago. Whitefish are plentiful, as are pickerel. In poultry there is not much doing. A few broilers are coming in for sale at fancy prices.

Whitefish	....	0 12
Salmon, frozen	....	0 15
Salmon, fresh	....	0 22
Halibut, fresh	....	0 15
Cod, black	....	0 06
Cod, Ling	....	0 05
Kippers, boxes	....	2 00
Bloaters, boxes	....	1 75
Lake trout	....	0 15
Pickerel	....	0 12
Mackerel, 20-lb. kits	3 00	3 50
Finnan haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	....	1 50
Smelts, extra	....	0 23
Brook trout, frozen	....	0 35
Smoked fillets	....	0 17
Sea herring	....	0 07½

Sharp Advances In All Citrus Fruits

Winnipeg.

FRUITS AND VEGETABLES.—The week end feature of the market is the advance in oranges and lemons, both of which are up $1 per case. Florida tomatoes are 50 cents lower. Strawberries, with the exhaustion of the Hood River supply, are off the market until B.C. berries come in. Potato prices are jumpy and latest quotations are at $1.90 per bushel. There is much hot-house stuff on the market, while native-grown salad is conspicuously absent, Winnipeg market gardens being more backward than for many years.

Asparagus, crates	....	2 50
Manitoba potatoes, bushel	....	1 90
Celery, Cal., case	....	8 50
Celery, Florida, crate	....	4 00
Cucumbers, box	....	4 50
Cucumbers, hamper	....	5 00
Carrots, new, lb.	....	0 07
Turnips, old, lb.	....	0 02
Cabbage, Cal., lb.	....	0 07
Cauliflower, Cal., small crates	....	3 00
Head lettuce, Cal., doz.	....	1 25
Lettuce, leaf, doz.	..	0 40
Imported mushrooms	....	1 00
Parsley, imported, doz.	....	0 60
Peas, green, lb.	....	0 20
Tomatoes, Florida, case	....	5 50
Spinach, lb.	....	0 15
Fruits—		
Oranges, navel, case	4 50	5 00
Lemons	....	6 00
Grape Fruit	....	6 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Strawberries, case of 24 qts.	....	5 50
Bananas, lb.	....	0 05½
Rhubarb, Washington, box	....	1 25
Pineapples, Cuba, case	....	5 00
Cherries, box	....	3 50
Watermelons, doz.	....	9 00

U. S. WHEAT CROP LIGHT

Food Administrator Estimates Allies' Needs This Year at Billion Bushels

The United States Department of Agriculture has forecast a less than normal wheat crop for 1917, despite a prospect for a more than ordinary yield of spring wheat. A total yield estimated at 656,000,000 bushels will give the country 16,000,000 more bushels than last year's crop, but with the heavy demands from abroad and virtually no reserve store, it will not meet war needs unless the most rigid economy is practised.

Herbert C. Hoover, Food Administrator, has estimated the Allies' needs this year as one billion bushels of grain, most of it to come from the United States and Canada. The short wheat crop means that the United States will have to cut its wheat consumption if it exports any, because it normally uses more than 600,000,000 bushels of wheat alone. At the beginning of 1916 there were 164,000,000 bushels on hand carried over from the previous year's record crop.

It is expected, however, that some relief will be forthcoming from the forecasts of better crops of rye, oats and barley. A large corn crop is also expected in response to the Government request for increased production.

ANTIQUITY OF WHEAT

It is now believed that wheat is the oldest of cereal grains, as it is unquestionably the most important for human civilization and progress. It probably originated in Eastern Asia, which is also supposed to be the place where man originated. There are many kinds of wheat, one of the oldest being a variety which produces a number of ears on each stalk. What was called corn in the Bible story of Joseph was probably this variety of wheat. At no former period in the human history was wheat so generally used for human food as it is at the present.

NO TOBACCO LAND TAX

Some tobacco growers, particularly in Southern Ontario, have been much perturbed owing to rumors of the possibility of a war tax being placed on land put in tobacco in 1917 and afterwards. The amount of the tax mentioned in some instances reached as high as $20 per acre.

In this connection the tobacco division of the Department of Agriculaure at Ottawa has investigated the matter and reports that no foundation for such reports is forthcoming from even the highest official circles, and they can therefore be treated merely as unfounded rumors.

FLOUR AND CEREALS

Flour Firmed Up; Feeds Are Easier

Montreal.

FLOUR AND FEEDS.—As indicated in last week's report, flour has firmed up a little. The return to a stronger tone came rather sooner than had been expected, and while it is felt by many that the market may yet fluctuate within narrow range, others believe that bed-rock has been reached, and that flour may not be found any cheaper before next harvest begins to appear. First authentic news of the crop outlook will have a very powerful bearing upon market for flour should this news point to a shortage of wheat. The shadow of world shortage of wheat is still over the market, and any strengthening of this grave element of doubt as to supply would mean a certain strengthening of the market for flour. But Government fixed wheat prices may prevent any violent disturbance of markets should the rumors now hinted at that wheat crop is threatening shortage, be confirmed by facts. Arrival of rains in the West is the best news from there this week, and less optimistic ideas than were being expressed last week have been heard as to acreage and crop prospects. Feeds have come in for further declines this week, bran especially being easier. Middlings keep very steady. Winter wheat is being conserved by the farmers, and is very short with market keeping firm. Flour buyers are a little more active this week following the firming tendency, but buying is still being done on hand-to-mouth basis more or less.

Manitoba Wheat Flour—	Car lots	Small lots
First patents	13 90	14 10
Second patents	13 40	13 60
Strong bakers	13 20	13 40
Winter Wheat Flour—		
Fancy patents	13 50	14 00
90% in wood	12 75	13 00
90% in bags	6 10	6 25
Bran per ton	34 00	36 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 83	0 85

Cereals Show Some Market Changes

Montreal.

CEREALS.—Firm in tendency in sympathy with the wheat market the cereals show some changes in prices this week. Rolled oats while in some quarters quoted at prices as last week's quotations have been found easier in other quarters, and one grain dealer was ready to sell quite freely at $4.35, and even $4.25 for 90 lb. bags. About $4.60 per 90 lb. bag was the price quoted by large wholesalers. Oatmeal was quoted a little firmer at $5.50 per 98 lbs. Cornflour was quoted in one quarter as low as $5.25, but there is firmness in the corn market. Peas are up to $5.00 bushel. The wheat based cereals are firmer in line with flour. Demand is reported well maintained for most lines.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 00	7 25
Corn flour, 98 lbs.	5 25	6 00
Cornmeal, yellow, 98 lbs.	5 25	6 00
Graham flour, 98 lbs.	6 00	6 50
Hominy, grits, 98 lbs.	6 15	6 75
Hominy, pearl, 98 lbs.	6 15	6 75
Oatmeal, standard, 98 lbs.	....	5 50
Oatmeal, granulated, 98 lbs.	....	5 50
Peas, Canadian, boiling, bush.	....	5 00
Split peas	10 00	10 10
Rolled oats, 90-lb. bags	4 25	4 60
Whole wheat flour, 98 lbs.	....	6 50
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	6 75

Flour Advances 80c per Barrel

Higher Prices in Wheat Market Caused Upward Movement in Flour—Flour Demand Somewhat Better.

Toronto.

FLOUR.—There was a turn in the market for flour during the week from the recent sagging condition and an advance of 80c per barrel was recorded in Manitoba first patents. Wheat prices were on the up-grade during the week, an advance from $2.49 on Wednesday of last week to $2.60 at the close of the market on Tuesday of the present week. Ontario winter wheat prices were quoted at a considerable range during the week, running from $12.50 to $13.20 in carload lots. By some mills the price of both Manitoba and Ontario first patents were quoted at the same figure which is somewhat unusual. At the close of the wheat market on Tuesday flour was in a fairly strong position and an advance was recorded in certain quarters. From some quarters there is a good demand reported for Ontario flour from the United States. Locally the demand for flour is light for the most part, although the recent turn upward in the market is reported to have had a stimulating effect on buying in some quarters.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour		
First patents	$13.60-$13.80	$13.80-$14.00
Second patents	13.10- 13.30	13.30- 13.50
Strong patents	12.90- 13.10	13.10- 13.30
Ontario Winter Wheat Flour—		
High patents	12.50- 13.20	12.70- 13.40
Second patents	12.10- 12.80	12.30- 13.00

Corn Products And Oatmeal Somewhat Easier

Toronto.

CEREALS.—With lower prices prevailing in the corn market recently there was a similar tendency manifested in corn products, corn flour and hominy being quoted lower. Corn flour is now quoted as low as $5.65, while pearl hominy and hominy grits are at the same price as corn flour. In some quarters there was a disposition to quote slightly lower on oatmeal. Demand for corn products is good but for oatmeal and rolled oats the demand is fair.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	....	7 00
Corn flour, 98 lbs.	5 65	6 20
Cornmeal, yellow, 98 lbs.	5 00	5 50
Farina, 98 lbs.	6 70	7 25
Graham flour, 98 lbs.	6 25	7 00
Hominy grits, 98 lbs.	....	5 65
Hominy, pearl, 98 lbs.	....	5 65
Oatmeal, 98 lbs.	5 15	6 25
Rolled oats, 90-lb. bags	4 50	4 75
Rolled wheat, 100-lb. bbls.	7 00	7 15
Whole wheat flour, 98 lbs.	6 25	6 50
Wheatlets, 98 lbs.	6 70	7 25
Peas, yellow, split, 98 lbs.	10 20	11 00
Blue peas, lb.	0 10	0 12

Above prices give the range of quotations to the retail trade.

Bran And Shorts Down $1 To $2 Ton

Toronto.

MILLFEEDS.—Lower prices were recorded on brain, shorts and middlings during the week, both bran and shorts being from $1 to $2 below that of last week. The range of prices on bran is now from $33 to $34 per ton while shorts runs from $39 to $40. On feed flour there is quite a wide range, according to the grade of the flour, running from $56 to $61 per ton. Brand is now in light demand but shorts and middlings are still in the runnings as feed for hogs.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$33-$34	$35-$36
Shorts	39- 40	41- 42
Special middlings	45- 50	47- 52
Feed flour	56- 61	58- 63

Wheat Prices Strong On U.S. Govt. Report

Winnipeg.

FLOUR AND CEREALS.—The U. S. Government report on crop conditions was generally considered bullish by the trade, and week-end prices advanced. Dry weather over the Canadian West was also a bullish factor. An advance in flour may be confidently anticipated unless heavy rains put a more hopeful outlook on the Western Canadian crop.

That negotiations now under way between the United States, Canadian and Allied Governments will result in practically the taking over of the entire North American crop and instituting a standard flour, part wheat and part corn,

is considered probable in milling circles.

Feed prices continue abnormally high, and there is no slackening in demand.

The domestic flour business continues dull. Flour has become an extremely difficult subject for the retailer to handle, and no one cares to stock up under present conditions. The fixing of a price fair to all parties would be welcomed by all.

Flour—		
Best patents	....	13 00
Bakers	....	12 50
Clears	....	11 90
XXXX	....	10 90
Cereals—		
Rolled oats, 80's	....	3 75
Rolled oats, pkgs., family size.	....	4 50
Cornmeal, 98's	....	5 00
Oatmeal, 98's	....	4 85
Feeds—		
Bran, per ton	....	36 00
Shorts, per ton	....	39 00
Mixed chop, ton	....	52 00

MARKET REPORTS BY WIRE

(Continued from page 46.)

Eggs, new-laid	0 36	0 37
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 37	0 38
Lard, pure, lb.	....	0 29½
Lard, compound	....	0 22¾
American clear pork	54 00	57 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	4 70
Corn, 2s, standard case	....	3 60
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	....	3 50
Strawberries, 2s, Ont., case	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 50	7 00
Salmon, Cohoes, case	9 50	9 75
Salmon, Chums	5 75	6 00
Sardines, domestic, case	....	6 00
Cream tartar	0 51	0 54
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 13	0 13½
Candied peel, citron	0 34	0 35
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Apples, Oregon, box	3 75	4 25
Lemons, Messina, box	5 00	5 50
Lemons, Cal., box	....	5 50
Oranges, Cal., box	4 75	5 25
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	....	8 00
Onions, Bermudas, 50-lb. crate.	3 00	3 25
Tomatoes, Florida, 30-lb. crate	4 00	4 50
Cucumbers, doz.	....	1 50

PRODUCE AND PROVISIONS

(Continued from page 48.)

Dry Salt Meats—		
Long clear bacon, light	0 24½	....
Backs	0 25½	....
Barrelled Pork—		
Mess pork, bbl.	....	45 00
Lard, Pure—		
Tierces	....	0 27
20s	....	5 70
Cases, 5s	....	16 72
Cases, 3s	....	16 80
Lard, Compound—		
Tierces	....	$ 20¼
Tubs, 50s, net	....	10 25
Pails, 20s, net	....	4 25
Butter—		
Fresh made creamery, No. 1 cartons	....	0 42
Fresh made creamery, No. 2	....	0 41
Dairy	....	0 30
Fresh Eggs—		
New laids	....	0 35
Cheese—		
Ontario, large Sept.	0 29	0 30
Ontario large fresh	0 28	....
Manitoba, large, fresh	0 27½	0 28

THE MERCHANT OF TO-MORROW

The merchant of the past conducted his business under conditions quite different from those which face the retailer of to-day and which will face the merchant of to-morrow.

Trade came largely of its own accord to his store. Advertising and display of merchandise were little considered. Modern merchandising as the term is now understood, did not exist.

All this is changed somewhat. Still more radical changes apparently are in prospect.

Advertising is essential to present day merchandising success. Window and interior display are required. The store must in many ways be taken to the customer. Competition requires less of guess work and more of knowledge.

The same thing in an intensified degree will be required of the merchant of to-morrow. Methods which suffice to-day will needs be discarded in the future. Intensive retailing will be the need of the hour.

Now is a good time to commence to lay the foundations for the period soon to arrive. One of the best means of establishing this foundation rests in an analysis of the possibilities of one's trading territory.

SOME FURTHER OPINIONS FROM CHATHAM, ONTARIO

Merchants Do Not Consider That This Civic Competition is Dangerous, But Claim That It Has a Bad Effect on the Public's Confidence in the Trade

Dear Sir,—Regarding the Chatham Civic Purchasing Board, I might say that the small amount they have sold has not affected business at all noticeably. Also hear that the flour they are selling is a very low grade and purchasers would not buy any more.

JOHN MAHLER.

Gentlemen,—"We think the action of our Civic Purchasing Board is an injustice to the retail merchants, as they claim to sell without any profit or cost of handling. It also gives the public the impression that the merchants are making an exorbitant profit, which is not the case, as we are paying from $3.75 to $4.10 per bag for potatoes, and selling for $4.50, which is a small percentage of profit.

"We have not made any complaint, nor have we heard of any complaint from other grocers.

"We have to pay rent, wages, and other expenses, and we think it an injustice for them to sell at cost in opposition to the retail trade.

"If they would sell to the needy class of people only, we would not object, but we are told a number of the well-to-do people are the first to be on hand to get the supplies.

"BURNIE & CO.
"Per G. G."

NEW STANDARDS FOR TEA ON SALE IN CANADA

Regulations prescribing new standards for tea under the Canadian Adulteration Act are contained in an order in council of April 18, 1917. Tea is defined as the leaves and buds of various species of the genus Camellia, prepared by the usual trade processes and conforming in variety and place of production to the name it bears. The total ash should be from 4 to 7 per cent. of the tea dried to a constant weight at 100 C., and the water soluble ash should be not less than 3 per cent. of the weight of the dry tea. The matter soluble in water must be not less than 33 per cent. in the case of green teas, and 30 per cent. in black teas, the manner of determining the extractive content being prescribed in the order. Tea which does not conform to these standards may not be offered for sale in Canada. The temporary regulations of April 11, 1916, fixing the standards for tea are hereby repealed.

COLORING OF SUGAR

The Minister of Inland Revenue recently stated to the House of Commons that some manufacturers in Canada are using ultramarine dye in coloring sugar. The chief analyst of the department, however, reports that the presence of this coloring is harmless and that there is nothing illegal about it. He added that there should be a distinctive notification on the label telling consumers as to the presence of coloring matter.

BUMPER CROP OF FRUIT IN BRITISH COLUMBIA

The fruit crop and general agricultural situation in British Columbia is reported to be good this year, and a heavy harvest is expected. The fruit in the Okanagan district is expected to show a thirty per cent. increase, and also the berry crop of the lower mainland. Other crops in these districts give satisfactory indications, and the apple crop will be heavy. Owing to the British embargo, it is feared the problem of marketing will be serious.

HONEY LOSING PRESTIGE

Honey as food has rather lost prestige in recent years, and statistics show that there has been a great loss to the human frame in consequence. Honey is rich in calories (the heat value standard of foods) and is specially valuable for children who need a great deal of sugar, because of the fact that the skin surface, that is, the radiating surface of the child's body, is much larger in proportion than that of the adult. Honey supplies sugar in its most digestible form and enters into the circulation at once, and among its constituents are mineral substances necessary for the human body, one of these being iron. It is the natural sweet of the human race, and it was not till after Columbus discovered America that sugar came into use.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., June 12.—Wholesale business in all lines has been quiet for the past week. The persistent wet weather has practically killed strawberry trade and Washington growers say the crop has been a failure. Conditions now indicate a splendid crop for British Columbia. Despite imminence of rise in price of teas in the near future trade has not speeded up any. Sugar is still firm though prices have not changed for a fortnight. Spice prices are unchanged though stocks have been admittedly low for some time. The cured meat market is very firm but lard is slightly easier. The egg market is unsteady owing to the fact that high prices have curtailed the demand and there has been a stoppage in the matter of storage. A drop in prices is noted. Cheese is fractionally lower. This year's salmon pack is practically all sold in advance. No handler is quoting prices except for immediate sale on old stocks and they are short. Onions are easier but potatoes remain firm. A large shipment of Australian potatoes arrived last week in an unsalable condition. A few peaches and apricots have arrived but they are of mediocre quality.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	....	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	....	15 20
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1	....	140 00
Do., Siam, No. 2	....	125 00
Beans, Japanese, per lb.	....	....
Potatoes, per ton	70 00	80 00
Lard, pure, in 400-lb. tierces, lb.	....	0 27
Butter, fresh made creamery, lb.	....	0 46½
Eggs, new-laid, in cartons, doz.	0 43	0 44
Cheese, new, large, per lb.	....	0 29

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 12.—Sugar declined 20c yesterday and is now quoted at $9.55 per hundred pounds. During the week there has been no change in flour, but an advance is looked for. Campbell's soups have been advanced to $7.85 per case and will be hard to obtain even at that figure. Small white beans are being offered at 13½c to 15c per pound. Bacon has advanced ½c per pound but eggs are lower at $9.50 to $10.50 per case. One butter factory has dropped the price on creamery butter 2c, quotations now being from 41c to 45c per pound. Brooms keep on the upward trend, another advance of 50c per dozen having been recorded. Domestic kippered herring and herrings in tomato sauce which have been scarce in this market have been replenished by arrival of additional stocks and are quoted at $2 to $2.10 per dozen tins.

CALGARY:		
Beans, small white, Japan, lb.	0 13½	0 15
Flour, No. 1 patents, 98s, per bbl.	....	13 30
Molasses, extra fancy, gal.	....	0 82
Rolled oats, 80s	....	3 50
Rice, Siam, cwt.	5 20	5 30
Sago and Tapioca, lb.	0 10	0 11
Sugar, pure cane, granulated, cwt.	....	9 55
Cheese, No. 1 Ontario, large	0 26½	0 27½
Butter, creamery, lb.	0 41	0 45
Lard, pure, 3s, per case	....	16 80
Eggs, new-laid, case	9 50	10 50
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 70	4 00
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	....	5 25
Raspberries, 2s, Ontario, case	....	5 50
Peaches, 2s, Ontario, case	....	4 40
Salmon, pink, tall, case	6 00	6 50

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., June 12.—Heavy rainfall throughout the province has been of immense value to growing grain as moisture was badly needed in most districts. Business is reported good. Market changes during the week have been few. Rice is quoted at $5.85 per cwt. for Siam. Sugar quotation is $9.24 today. Eggs are a little lower at 33c per dozen and lima beans have advanced about three cents a pound, present quotation being twenty cents.

REGINA—		
Beans, small white Japan, bu.	....	7 50
Beans, Lima, per lb.	....	0 20
Flour, No. 1 patents, 98s, per bbl.	....	13 40
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	4 25
Rice, Siam, cwt.	....	5 85
Sago and tapioca, lb.	....	0 11¼
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, gran., cwt.	....	9 24
Cheese, No. 1 Ontario, large	....	0 26¾
Butter, creamery, lb.	....	0 42
Lard, pure, 3s, per case	....	16 50
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 33
Pineapples, case	4 75	5 15
Tomatoes, 3s, standard case	....	4 65
Corn, 2s, standard, case	....	3 75
Peas, 2s, standard, case	....	2 95
Apples, gals., Ontario	....	2 35
Strawberries, 2s, Ont., case	....	5 15
Raspberries, 2s, Ont., case	....	5 45
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case	....	13 50
Salmon, pink, tall, case	....	7 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., June 12.—Jobbers are looking forward to the loss of an important item of trade through the action of American and Canadian Governments in prohibiting canning of foods which do not require to be preserved. The biggest single item will be canned beans and notices have been received from canners that no more stock will be packed. Considerable advances are anticipated in the fall pack of California dried fruits owing to 15 per cent. freight increase and increased war demands, as well as increased cost of production. An advance over last year in British Columbia salmon pack is also expected here. Several changes in flour took place during the week with the net result of a 10c decline in Manitoba flour, making it now $14.40 per barrel. Dried fish are scarce and high, codfish now selling at $8.50 to $8.75, which is almost a prohibitive price. Molasses advanced during the week and is now quoted at 63c to 64c. This figure, however, is relatively much lower than other places in Canada. Cheese is easier at 24c to 25c per pound. Raisins are higher, choice selling at 12¼c and fancy at 12½c per pound. Prunes are quoted 13c to 13½c. Candied peel has been quoted up, citron jumping 4c to 34c to 35c per pound. Orange and lemon peel are up 3c and are quoted from 28c to 30c per pound. Fresh fruits are also higher, Messina lemons being quoted at $5 to $5.50, California lemons at $5.50 and California oranges at $4.75 to $5.25. Florida tomatoes on the other hand are down, being quoted at $4 to $4.50. Cucumbers have advanced, being now $1.50 per dozen. While the St. John market in potatoes is unchanged Fredericton to-day reports heavy arrival of Carolina potatoes and local potatoes in that market have dropped $3, making the selling price there $5 per barrel.

Flour, No. 1 patents, bbls., Man.	....	14 40
Ontario	....	14 05
Cornmeal, gran., bbls.	....	9 75
Cornmeal, ordinary, bags	....	3 50
Molasses, extra fancy, gal.	0 63	0 64
Rolled oats, bbl.	....	10 00
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	....	7 00
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 55	8 60
Bright yellow	8 35	8 40
No. 1 yellow	8 15	8 20
Paris lumps	9 75	10 00
Cheese, N.B., twins	0 24	0 25

(Continued on page 45).

PRODUCE AND PROVISIONS

Lower Prices For Live Hogs Noted

Montreal.

PROVISIONS.—The feature of the past week has been a decided drop in provisions in Great Britain. This has naturally had the effect of driving the prices of live hogs lower in the Canadian market as dealers realize that unless they have an export demand they cannot hope to find an outlet for all their products here. Prices for live hogs at the beginning of this week were as low as $15.50 to $16.00 per hundred pounds weighed off cars. For slightly better stock $16.25 was realised. Dressed hogs were realizing $23.00 to $23.50 per hundred pounds. Better supplies of hogs have been coming in this month, but the quality is not greatly altered. The reduction in hog prices has had no effect on the prices of the cured meats, as the cured meats being sold now were cut from hogs which cost high prices. The lard market remains steady although in some quarters lower prices are anticipated. Shortening is very high in price. Crude cotton-seed oil is costing $1.10 at the mills so that even higher prices for shortening are expected. Shortening is so much cheaper than lard that in some districts it is selling in larger quantities than lard.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots	0 24	0 25
Long clear bacon, small lots	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	....	0 43
Hams, roast, per lb.	....	0 47
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 29
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	0 23
Tubs, 50 lbs.	0 23	0 23¼
Pails, 20 lbs., per lb.	0 23¾	0 24
Bricks, 1 lb., per lb.	0 24	0 24¼

Live Poultry Are More Plentiful

Montreal.

POULTRY.—Receipts of live poultry during the past week have been fairly large. Demand, however, is quiet, as the Jewish holidays are over, and practically all live poultry coming in must be sold alive to Jews. It would not pay to dress this poultry because it is so much higher than No. 1 Cold Storage dressed. Indications are that there are going to be large numbers of chickens hatched this year, and that we may consequently expect fairly good production of dressed poultry for next fall. Cold storage dealers are finding a better demand for poultry. Surprise is expressed that it is no larger as the price of poultry is to-day practically the same as it was six months ago, and poultry is an economical food product.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	....	0 30
Old roosters	....	0 20
Roasting chickens	0 25	0 27
Young ducks	....	.. 25
Turkeys (old toms), dressed, lb.	....	0 32
Turkeys (young)	....	0 33

Egg Market Is Very Much Easier

Montreal.

EGGS.—The feature of the week in eggs has been a decidedly easier feeling all round. Dealers have now their buying price in the country down to 33 cents f.o.b. It is reported that many storekeepers still continue to pay high prices for eggs which would seem to be a losing business for the market is very much lower. No more American eggs are being brought in as the supply of Canadian eggs is much freer now. Many of the smaller dealers who store eggs have ceased storing, thus creating a larger supply for the city markets. At the present time the English market for eggs is in a demoralized condition owing to heavy supplies, and until these are moved out there will be no demand for Canadian eggs. The question of export space is still an important factor especially so now, and is very uncertain. In the Canadian West there seems to be a largely increased supply of eggs this year, and several cars were offered to Montreal last week, some as low as 32 cents f.o.b. Montreal dealers commenced to pay "loss off" for eggs on June first. This means that they will not pay for any bad eggs, and in this they support the Canadian Produce Association which has made this one of the strong planks of their by-laws. Egg receipts in Montreal for the week ending June 9 were 16,514 cases as compared with 17,326 cases for the corresponding period last year.

Eggs		
New laid, specials	0 43	0 44
Selects	0 41	0 42
No. 1's	0 38	0 39
No. 2's	....	0 36

Butter Grows More Plentiful Now

Montreal.

BUTTER.—Supplies of butter are more plentiful in the country, and quality is declared to be good. Grass fed butter is available, and the outlook is for plentiful supplies, and possibly declining prices until production reaches its height. Prices are still a good deal higher than those prevailing this time last year. There is no export business being done at present, and butter is being put away in cold storage in considerable quantities. Arrivals in Montreal are, however, still rather under the figures of this time last year. There arrived in Montreal for the week ending June 9, 13,018 pkgs., as against 16,138 pkgs. for the corresponding period of 1916:—

Butter—		
Creamery prints (fresh made)	0 40	0 41
Creamery solids (fresh made)	0 39	0 40
Dairy produce, choice, lb.	0 36	0 37
Dairy, in tubs (choice)	0 34	0 35
Bakers	0 30	0 32

Cheese Situation Slowly Improving

Montreal.

CHEESE.—Better cheese business than has been proceeding for some time is now getting into its swing following the clearer understanding of the situation developed through the announcement that from 21 cents to 21¾ cents will be the prices paid by Great Britain for Canadian cheese f.o.b. Montreal. Though this was still unconfirmed cheese buyers began to operate with more decisiveness, and the prospects are for the loosening up of cheese holdings in the country. From 3½ to 4 cents per lb. higher prices are being realized by the farmers as compared with last year so far. Prices locally to the retailer have declined a little this week. Arrivals in Montreal for the week ending June 9 were 53,467 boxes as compared with 82,749 boxes for the corresponding period last year.

Cheese		
Large (new), per lb.	0 23	0 23
New twins, per lb.	0 23	0 23
Triolets, per lb.	....	0 23½
Stilton, per lb.	....	0 29
Fancy, old cheese, per lb.	....	0 30

Honey Crop Said To Be Late; Maple Firm

Montreal.

HONEY AND MAPLE.—It is reported that new honey crop will in all probability be late this season owing to lack of sunshine up to the present. There is said to be enough old crop honey

available to carry the market until new crop is coming along. Maple product is steady, and while higher prices than are quoted below are asked by some firms for syrup and sugar these high prices are put on extra quality goods, and there are good supplies of sugar and syrup still available at the prices quoted below. Production is believed to have been better than had been at first estimated, but a good demand for this product from America continues, and the season's crop can hardly show any surplus over demand.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb..	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins.....	....	0 14½
Comb, per section	0 18	0 19

Maple Product—		
Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb....	0 15	0 16

Cooked Meats Somewhat Easier

Toronto

PROVISIONS.—There was a slightly easier tone to the market for provisions during the week, due in large measure to the easier prices prevailing for live and dressed hogs. Dressed hogs were quoted down ½c per pound, and live hogs were quoted down a similar amount. There were fairly heavy arrivals of live hogs during the week owing to the deliveries of farmers from country districts adjacent to Toronto. Farmers are now largely through with their planting, and they are able to give attention to the marketing of hogs. Arrivals of live hogs in the local stockyards was fairly heavy all through during the week. There has been a good demand for smoked meats, and the demand for cooked hams is increasing. With the coming of warmer weather the demand is expected to be even heavier. Pure lard and compound held steady in price during the week. Cottonseed oil is in very firm market, and this is having a firming effect on compound. Demand for compound and pure lard is somewhat slow at present.

Hams—		
Medium, per lb.	0 29½	0 31
Large, per lb.	0 26	0 28
Backs—		
Plain	0 36	0 38
Boneless, per lb.	0 38	0 40
Bacon—		
Breakfast, per lb.	0 32	0 34½
Roll, per lb.	0 27½	0 30
Wiltshire bacon, per lb.....	0 31	0 34
Dry Salt Meats—		
Long clear bacon	0 26	0 27
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 40	0 42½
Hams, roast, per lb.	0 42	0 45
Shoulders, roast, per lb.....	0 40	0 42
Barrel Pork		
Mess pork, 200 lbs.....	17 00	18 00
Short cut backs, bbl., 200 lbs..	....	49 50
Pickled rolls, bbl., 200 lbs.....	....	49 00
Lard		
Pure tierces, 400 lbs., per lb..	0 26½	0 26¾
Compound tierces, 400 lbs., lb.	0 22¼	0 22¾

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—		
Dressed, abattoir killed	23 00	25 00
Live, off cars	....	15 75
Live, fed and watered	....	15 50
Live, f.o.b.	....	14 75

Butter Down 2c; Make Is Increasing

Toronto

BUTTER.—With favorable conditions for butter production and the make increasing rapidly, there has been an easier tone to the market, and prices have declined 2c per pound during the week. Arrivals of butter are now good, and consumption is fairly heavy. The opinion is expressed in some well-informed quarters that prices are likely to be lower still. Creamery prints are now quoted at 40c to 41c per pound for fresh-made, while creamery solids are down to 39½c to 40c. Abundant grass for the cattle has caused production to increase rapidly.

Creamery prints, fresh made ...	0 40	0 41
Creamery solids	0 39½	0 40
Dairy prints, choice, lb.....	0 36	0 37
Dairy prints, lb.	0 33	0 35

Egg Prices Are In Weaker Tone

Toronto

EGGS.—Although quotations on eggs remained the same during the week, there were indications that lower prices might prevail in the near future. Production is now mounting up, and arrivals in the local market are heavy. There are considerable quantities of eggs going into storage. There is no export business at the present time, but it is understood that a small amount of space is now available. Stocks are large at the present time, and some export trade could easily be taken care of.

Eggs—		
New laid, cartons	0 42	0 43
New laid, ex-cartons	0 39	0 40

Cheese Market Has Now Steadied Down

Toronto

CHEESE.—With the naming of the price by the cheese purchasing commission last week there was a steadiness to the market during the week. Prices which are to be paid are on the basis of 21¾c at shipping port of Montreal. This means that factories will not be able to get much over 20¾c per pound at Ontario points. Buying at such a figure by commission men does not give a very big margin by the time freight to Montreal is paid. There was a tendency to easier prices locally during the week, as prices settled down 1c to 2c per pound in certain quarters. Locally the demand for cheese is light. Old cheese is about cleaned out.

Cheese		
New, large	0 22	0 24
Old large	0 28	0 30
Stilton	0 29	0 32

Live Ducks Coming; Broilers Light Weight

Toronto

POULTRY.—There were some live ducks sent into the local market during the week, the price paid for them being 24c to 25c per pound. Spring chickens have not been thriving and waxing large in size owing to the backward spring. But with a continuation of conditions such as have prevailed for the past week, there is every hope that chickens will thrive the same as other growing things. Those that have been reaching the market are inclined to be light in weight. Gobblers continue to reach the market in fair numbers. Some squabs are also being marketed, but the numbers of the latter are limited.

Roosters, live, per lb.	0 16	0 18
Hens, live, per lb.	0 20	0 25
Hens, fresh, dressed, per lb.....	0 22	0 25
Turkeys gobblers, dressed, fresh.	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.	0 40	0 45
Do., live, 1½ to 2 lbs.....	0 35	0 40

Prices are those paid at Toronto by commission men.

Demand For Maple Syrup And Honey Off

Toronto

HONEY, MAPLE SYRUP.—The demand for maple syrup is now within narrow compass, as the spring popularity of this commodity has waned somewhat. Stocks locally are light and prices have remained unchanged. Honey is in a similar position. Stocks are rapidly dwindling, commission men for the most part being pretty well cleaned up on their supplies. Prices remained unchanged during the week.

Honey—		
Clover, 5 and 10-lb. tins.....	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	....	1 75

Hog Prices Continue To Decline; Lard Higher

Winnipeg.

PRODUCE AND PROVISIONS.—There has been a steady decline in hog prices during the week, and on Monday selects were quoted at $13 per cwt. Receipts have been heavy, running to $9,377. Local packing houses are well stocked up, and the outside demand is very indifferent. Prices on cured meats have not yet followed this decline, but can not hold up should the livestock market weaken further. Lard, due to the export demand, continues to advance. Eggs are coming down, due to a slackening of outside inquiry. The popular impression that eggs were going into cold storage was entirely mistaken. Winnipeg has been shipping eggs to outside points, notably Vancouver and Chicago. Better prices are very firm, and dry weather is affecting the supply of cream. Export inquiry is very brisk.

Hams —		
Light, lb.	0 30	....
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon		
Breakfast, per lb.	0 32	0 33
Breakfast, select, lb.	0 38	0 39
Backs, regular	....	0 32
Backs, select, per lb.....	....	0 34

(Continued on page 45).

Your Customers May Have the Wrong Idea



about the cost of Homemade Preserves. The fact is, the sugar, needed for a quart jar of preserves, costs only 1½c more to-day than it did before the war.

Tell your customers so! Show them the money-saving economy of putting up an abundance of Berries and Fruits for next winter.

There's a good profit for you in Jars, Jelly Glasses, Rubber Rings and Fruit of all kinds. And an excellent profit in Lantic Sugar, when you sell it in 10, 20 and 100-Pound Sacks and 2 and 5-Pound Cartons. Original packages prevent waste—save wrapping paper and twine—and save the clerk's time in weighing and wrapping.

ATLANTIC SUGAR REFINERIES, LIMITED

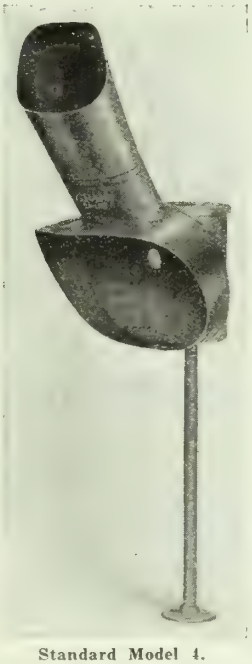
Power Building, Montreal

Conserve the Food Supply

By using the

GRANT DALITE Egg Candler

NEARLY all the representative produce shippers in the United States, including Armour & Co., Nelson, Morris, Cudahy & Co., and Wilson & Co., as well as thousands of retail grocers, are now using the **Grant Da-Lite Egg Candler**; also the following produce dealers in Canada: Gunns, Limited, Wm. Davies Co., N. H. Eden & Co., Algoma Produce Co., Moyneur Limited.



Standard Model 4.

ALTHOUGH this candler has only been on the market one year, yet it is taking the place of all the old-time candling systems. The best recommendation we give is from the men who are actually using our candlers. Let us refer you to a large number of them.

The **Grant Da-Lite Egg Candler** eliminates the dark room, as it has a dark room enclosed within itself. Men are working under sanitary conditions, and they can candle 5 to 10 cases per day and work systematically.

Write us for full particulars.

GRANT MANUFACTURING COMPANY :-: KOKOMA, INDIANA, U.S.A.

The Businessman's Mind

BANKERS are supposed to have a particular character of mind; Lawyers and Doctors likewise; Teachers also. These minds have both narrowness and breadth. They see widely and deeply in their own realms, and narrowly and sometimes shallowly in regard to matters outside their particular worlds. At least, this is the common supposition.

THE Businessman — What should be the character of this mind? — What is the mind of the Manufacturer, the Wholesaler, the Retailer? Certainly the Businessman's mind should be broad. It should be something of the Banker's, something of the Financier's, something of the Statesman's. The Businessman should see broadly. The horizon of interest and of inquiry for him should be a far one.

The happy thing about it is that the business man—manufacturer, jobber, retailer—can have the far outlook—this by the reading each week of a newspaper with a far outlook—

The Financial Post
OF CANADA

This is a business man's paper—it is a paper for bankers, for investors, for trustees, for financial men. But it is also a newspaper for **merchants,** very much so.

Merchants need to know markets and market tendencies and market factors. They need to know conditions, local and remote. They need information to buy right and to sell safely.

And the knowledge they need they can have for the insignificant sum of $3 annually.

THE FINANCIAL POST is a most readable paper—positively enjoyable to the layman reader. It makes any man broader minded, and every business man a better business man. Growth in bigness at $3.00 a year!

Send for free sample copy to the Publishers, or sign and mail attached coupon.

THE FINANCIAL POST OF CANADA 1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit $3.00 to pay for my subscription on receipt of bill.

Name.....

Address .....

A Good Side Line for Grocers

Side lines are often the most profitable. Sunset Soap Dyes sell on sight, are easy to handle, and give a quick turn-over on the small investment. Attractively put up in distinctive packages and packed in boxes which take up very little counter space. Raise the cover, and it's ready to display.

Sunset Soap Dyes

are so dependable that any one who follows the simple directions can use them successfully. The colors are true, brilliant and lasting—will not fade or wash out. No cleaning before dyeing, for these wonderful dyes clean the fabrics and color them at the same time. Contain no acids—will not injure the finest material. Every user of Sunset Soap Dyes recommends them to others. No risk in handling these goods, but there is a good profit.

Write for prices and discounts to

Canadian Distributors: **HAROLD F. RITCHIE & CO., LTD.,** ***Toronto, Ontario***

Manufactured by Sunset Soap Dye Co., Inc., New Rochelle, N.Y.

How to Test Advertising

THE man who doubts the power of advertising belongs in the same class with the man who refuses to believe that the world is round simply because he can't get off somewhere at a distance and see its roundness for himself.

The merchant who fears to attempt advertising because he figures it as an "expense" is blind to his own interests. I personally know several men who, because they once tried advertising to the extent of a cheaply printed hand-bill and didn't find it necessary next morning to call on the police to keep the crowds of eager buyers from swamping their store, loudly and solemnly aver that "advertising doesn't pay."

Advertising *does* pay.

The most successful merchants are the merchants who believe most thoroughly in advertising and who practice their belief.

But advertising, in order to pay, has got to be *intelligent* advertising.

The day of hashed-over superlatives —"best goods," "lowest prices," "best stock in town," "greatest bargains ever heard of," and so on—has passed.

People have learned to distinguish the *truthful* advertiser from the blatant behind-the-times storekeeper who believes that, so long as *he* claims to have the best goods on earth, or under the earth, or within wireless distance of the earth, people will break their necks trying to get to his counters in the forefront of the crowd.

Put some *brains* into your advertising.

Don't let the office boy write your announcements in between his other duties.

Don't doubt the business-getting and business-building power of intelligent and informative publicity—and you will find that advertising *does* pay.

—*Jerome P. Fleishman.*

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon — Mowat & McGeachy. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

The heavy demand for Furnivall's is sufficient to prove that most housewives **know** good quality and just how to appreciate it.

Keep a display always working for you.

FURNIVALL-NEW, Limited

Hamilton, Canada

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:

Note the name and the package.

You will stock this line some time. Why not now?

Manufactured by

THE B & L MFG., CO. Ltd. - SHERBROOKE.

Here's a specialty that has come to stay, and to bring a steady flow of good profit to shrewd dealers. No license required.

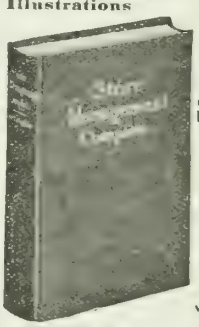
Hop Malt Beer Extract

Lets anyone make the most delicious flavored genuine Lager Beer in their own homes. Contains only pure hops and malt. Conforms to Temperance Act. Sells quickly and steadily everywhere. Agents Wanted. Write

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.10. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

You should be represented on the Manufacturers' Agents Page of Canadian Grocer.

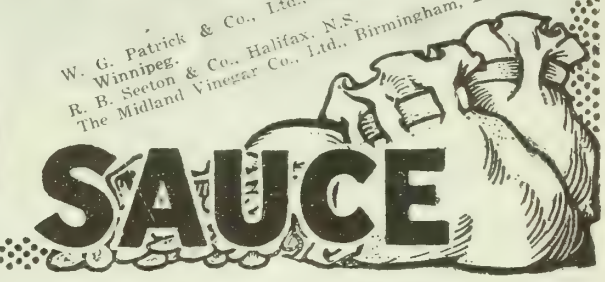
It will pay you to investigate. Write for rates and particulars to-day.

Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely—there's a "want-more" fascination about H.P. that is crowding the grocer's store all over the world. besides it shows a good profit.

Wouldn't it be worth your while to stock

W. G. Patrick & Co., Ltd., Toronto, Montreal, and Winnipeg.
R. B. Secton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



H.P. SAUCE

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

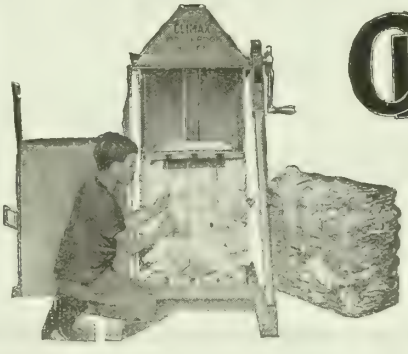
Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. MONTREAL

PAPER BALERS



ALL STEEL CLIMAX FIREPROOF

"Turn Waste Paper, Cardboard, etc., into money."

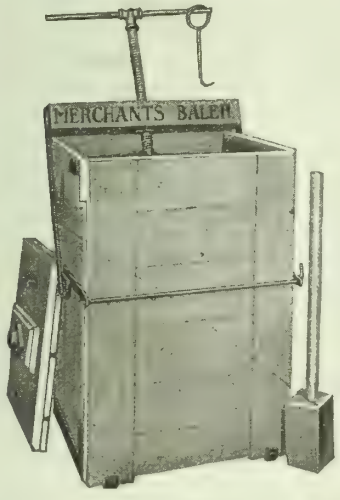
Write us to-day.

Climax Baler Co.

Hamilton, Ont.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

KLIM

SPELL IT BACKWARD

PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED

Sweet Milk All Summer Without Ice

KLIM will keep fresh and sweet in the hottest weather without ice. This is one selling point which will make hundreds of sales.

Order a sample case and introduce this fast selling product to your customers.

CANADIAN MILK PRODUCTS, LIMITED

10-12 William Street

TORONTO

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by

Walter Baker & Co., Limited

Established 1780

Montreal, Can. Dorchester, Mass.

A want ad. in this paper will bring replies from all parts of Canada.

If any advertisement interests you, tear it out now and place with letters to be answered.

ROLLED BACON

Sugar Cured, Boneless, nice fresh goods and low in price.

Let us have a sample order from you.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Great Reduction

Slightly used refrigerators suitable for Butchers, etc.

1—No. 2 Eureka	Refrigerator	- - -	7′ x 8′	x 11′
1—No. 1	" "	- - -	12′ x 8′	x 12′
1—No. D	Standard "	- - -	7′ x 10′	x 10′
1—No. B	" "	- - -	6′ x 9′	x 11′
1—No. B	" "	- - -	7′ x 6′	x 11′
1—No. B	" "	- - -	6′ x 6′	x 10′
1—No. 2 Eureka	"	- - -	7 x 5	6 x 11

The above all in absolutely first-class condition and all refinished on outside. These will be sold at bargain prices. Now is your chance for a cheap box. Communicate to us direct or to our representatives in the different cities in Canada.

Representatives:—Mr. James Rutledge, 2608 Wiverley St., Montreal, Que.; phone St. Louis 876. Mr. Geo. Symonds, 334 Markham St., Toronto, Ont.; phone College 8794.

THE W. A. FREEMAN & CO.
LIMITED
Hamilton, Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	$0.95	$0.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2.40
Currant, Black	2.50
Plum	2.30
Pear	2.30
Peach	2.30
Raspberry, Red	2.50
Raspberry and Red Currant	2.40

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.	
2-lb. tins, 2 doz. case	$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, ½ doz. in case	4.40
20-lb. tins, ¼ doz. in case	4.25
Perfect seal glass jars in the case	3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 80c. or with Sauce, 4 doz. to case	$0.90
1's Baked Beans, Plain, 4 doz to case	.95
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 15
1's Baked Beans, Chili Sauce, 4 doz. to case	1 15
2's Baked Beans, Plain, 2 doz. to case	1 60
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	1 85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 85

Family, Plain, $1.85 doz.; Family, Tomato Sauce, $2.45 doz.; Family, Chili Sauce, $2.45 doz.; 3's, Plain, Tall, $2.40 doz.; 3's, Tomato Sauce, $3 doz.; 3's, Chili Sauce, $3 doz. The above 2 doz. to case. 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $9 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1.60
12-oz. Glass, Screw Top, 2 doz. in case	1.80
16-oz. Glass, Screw Top, 2 doz. in case	2.30
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2.30
2's Tin, 2 doz. per case	3.20
4's Tin, 12 pails in crate, per pail	.59
5's Tin, 8 pails in crate, per pail	.72
7's Tin or Wood, 6 pails in crate	.94
14's Tin or Wood, 4 pails in only, per lb.	.13½
30's Tin or Wood, one pail crate, per lb.	13½

BLUE

Keen's Oxford, per lb	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36

"It's all Right"



Handy Ammonia

A great seller and profit-earner

It's the biggest profit-maker you can sell in its class. Why not push it? One of the Comfort Soap family, so "it's all right."



For example, the 5c size costs you $1.25 per case in 5-case lots, freight prepaid. Sells at $1.80 (36 pkgs. to case). Shows a profit of 44% on your cost. Write for Price List.

All our goods carry the premium feature to the public through the coupon on the package.

Purchase through your jobber or direct from us.

Pugsley, Dingman & Co., Limited

TORONTO



We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.



Brunswick Brand Lines have Popularized Canadian Sea Foods Everywhere

"Deliciously different" best describes the appetizing goodness of every Brunswick Brand Product. Ideally located fishing grounds enable us to secure the very choicest of the season's catch.

Every precaution is taken in the processing and packing to make Brunswick Brand Sea Foods leading in their respective classes. That their quality is keenly appreciated everywhere can be judged from the daily increasing demand.

See what "Connors" lines you are short, Mr. Dealer, and order from this list.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

Connors Bros.

Black's Harbor, N.B.



Perfection chocolate, 10c size, 2 and 1 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, 4½'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ...
No. 16 Jar .....
No. 4 Jar .....
No. 10 Can .....

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can.....
No. 10 Can .....
Picnic Can .....

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 00
Reindeer Brand, each 48 cans	7 70
Silver Cow, each 48 cans	7 15
Gold Seal, Purity, each 48 cans	7 00
Mayflower Brand, each 48 cans	7 00
Challenge, Clover Brand, each 48 cans	6 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	5 90
Jersey Brand, Hotel, each 24 cans	5 90
Peerless Brand, Hotel, each 24 cans	5 90
St. Charles Brand, Tall, each 48 cans	6 00
Jersey Brand, Tall, each 48 cans	6 00
Peerless Brand, Tall, each 48 cans	6 00
St. Charles Brand, Family, each 48 cans	5 25
Jersey Brand, Family, each 48 cans	5 25
Peerless Brand, Family, each 48 cans	5 25
St. Charles Brand, small, each 48 cans	2 50
Jersey Brand, small, each 48 cans	2 50
Peerless Brand, small, each 48 cans	2 50

CONDENSED COFFEE

Reindeer Brand, "Large," each 48 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Branch, each 24 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

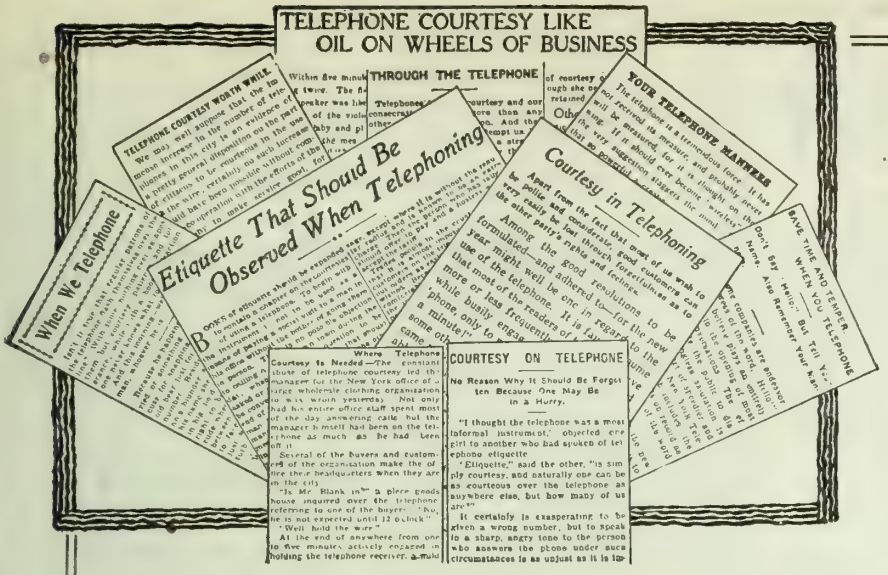
1 oz. bottles, per doz., weight 3 lbs.	$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef—½s, $2.90; 1s, $4.25; 2s, *$9; 6s, $34.75.
Boiled Beef—1s, $4.25; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $9.



Your Telephone Voice

Your customer calls your number—*to give you an order,* probably. How do you, or your staff, handle the call?

You send back an answering voice—or your salesman does. Is that voice *courteous?* If it is, it means a customer in a good mood, open to your suggestions to *let you send* this or that, and a transaction *satisfactory on both sides is the* certain result.

Failure to answer promptly, a snappy, careless, impatient or just plain "Cross" voice offends the calling customer, and may result in loss of of his trade.

We suggest that you handle telephone calls with all courtesy, and have your staff do likewise. It means better business.

Good service * * * our true intent."
—Shakespeare

The Bell Telephone Co. of Canada

THE BELL TELEPHONE COMPANY OF CANADA — LOCAL LONG DISTANCE TELEPHONE



Everybody likes

MARSH'S GRAPE JUICE

Aggressive grocers should constantly feature this Pure Concord Temperance Drink. Sales are always repeats, and the profits are very worthwhile.

MARSH GRAPE JUICE COMPANY

Ontario Agents:
MacLaren Imperial Cheese Company Toronto

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont.
Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co.
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

"The Story of Margarine"

This story, which appeared in Canadian Grocer last December in three parts, has been printed in pamphlet form.

We have a number of copies of this pamphlet on hand for distribution. If you desire a copy, drop us a line and it will be forwarded by next mail.

It contains the complete **"Story of Margarine,"** compiled from authoritative sources and written by a member of Canadian Grocer staff.

Address:

The Canadian Grocer

143-153 University Avenue

TORONTO

Cambridge Sausage, 1s, $4; 2s, $7.75.

Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.

Sliced Smoked Beef, glass, ¼s; ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal, ½s, $1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.

Ox Tongues, Glass, 1½s, $13; 2s, $15.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.

Individuals, 95c.

Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, $2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.

Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITEE

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz., pts., doz.	1 20
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 30-lb. tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.	

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50
Weight 11 lbs. to case. Freight rate, 2d class.	

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 1 05

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho. dredge Per doz.
Allspice	$0 48	$0 95
Arrowroot, 4 oz. tins 90c	....	0 95
Cayenne	0 48	0 95
Celery salt	....	0 95
Celery pepper	....	0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window front 15c	....	0 95
Cloves	0 48	0 95
Cloves, whole, 5c. pkgs., window front 45c	....	0 95
Curry powder	....	0 95
Ginger	0 48	0 95
Mace	1 25	....
Nutmegs	0 48	0 95
Nutmegs, whole, 5c pkgs., window front 45c	....	0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c	....	0 95
Shipping weight per case	10 lbs.	15 lbs
Dozens to case	4	4

PINEAPPLES

Now at the best for preserving.

STRAWBERRIES

Arriving daily from the South.
Fine quality, prices lower.

TOMATOES

Extra Fancy Quality.
Prices Lower.

Also all other Southern Fruits and Vegetables.

Send your order to the

"House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

TOMATOES

Now arriving from Mississippi in 4 basket crates. Stock is firm and ripe. Splendid for out-of-town shipping.

Daily arrivals

Strawberries, Asparagus, Cucumbers, etc.

New Verdilli Lemons, Oranges and Bananas.

Your Orders Solicited.

WHITE & CO., LIMITED
Front and Church Streets
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus Fruits
Cranberries,
etc.

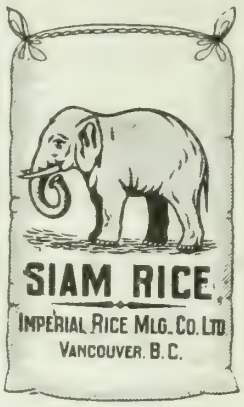
25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

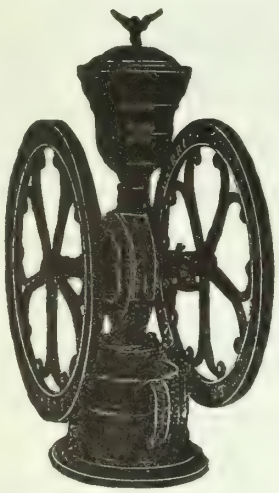
Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.



No. 40

A few reasons why you should instal an "Elgin National" Coffee Mill

—It will steel-cut coffee faster than any other mill of corresponding size.

It can be adjusted while running to grind coffee to suit each individual's taste.

—It is the strongest, the most simple, and the best looking mill made.

—It costs less than any other mill to buy and nothing to operate—there is no overhead.

Ask your jobber for complete catalogue—there is an ELGIN made to meet your requirements.

Woodruff & Edwards

Elgin, Ill., U.S.A.

INDEX TO ADVERTISERS

A

Acadia Sugar Co. 18
Ackerman, H. W. 12
Adam & Co., Geo. 11
Atlantic Sugar Refineries 49

B

Babbitt's Cleanser 15
Baker, Walter, Co. 53
Bain, Donald H., Co. 10
Bell Telephone Co. of Canada.. 57
Benedict, F. L. 64
Betts & Co.....Inside front cover
B. & L. Mfg. Co. 52
Canada Sauce & Vinegar Co.. 17
Connors Bros., Ltd. 56

C

California Assoc. Raisin Co..32, 33
Canadian Milk Products, Ltd.. 53
Canadian Salt Co., Ltd..... 8
Church & Dwight 2
Clark, W., Ltd. 7
Climax Baler Co. 53
Cockburn, F. D. 9
Commercial Underwriters ... 64
Connors Bros., Ltd. 56

D

Dewault Grain & Provision Co., Ltd 15
Dole Bros. Hops & Malt Co... 53

E

Eckardt, H. P., Co. 59
Elliot, W. F. 12
Escott, W. H., Co., Ltd..... 10

F

Fearman, F. W., Co., Ltd..... 54
Freeman, The W. A., Co..... 54
Furnivall-New, Ltd. 52

G

Gillespie, The Robt., Co. 10, 16
Gleba Polish Co. 8
Grant, C. H. Co. 11
Grant Mfg. Co. 49
Griffiths, Geo. W., & Co., Ltd. 10
Guelph Soap Co. 4

H

Hamblin-Brereton Co., Ltd.... 12
Hargreaves Bros. of Canada, Ltd. 16
Heinz & Co. 57
Horne, Harry, Co. 12
Hop-Malt Co. 52
Hygienic Products Co. 2
Imperial Extract Co. 4
Imperial Rice Milling Co. 62

J

Jarvis, F. S., & Co..... 8
Jones, C. & J..... 11

K

Kellogg Cereal Co., Ltd. 3

L

Lake of the Woods Milling Co. Back cover
Lalonde, A. 12
Lambe, W. G. A., & Co. 12
Lemon Bros. 61
Lever Bros. 55
Loggie, Parsons & Co. 12

M

MacDonald, Chapman, Ltd. ... Inside back cover
Maclure & Langley, Ltd. 12
Magor, Son & Co., Ltd. 18
Mann, C. A., & Co..... 64
Marsh Grape Juice Co. 57
Mathieu, J. L., Co. 8
McCabe, J. J. 61
McWilliams & Everist 61
Midland Vinegar Co. 53
Millman, W. H., & Sons 12

N

Norwegian Canners (export officer 16

O

Oakeys 64
Ontario Grape Growing & Wine Mfg. Co. 60

P

Paine, Jno. B., & Co..... 11
Patrick, W. G., Co. 12
Pennock, H. P., & Co., Ltd... 9
Perry, H. L., Co. 9
Pullan, E. 64

Q

Quaker Oats Co. 5

R

Red Rose Tea Co. 17
Regina Storage & Forwarding Co., Ltd. 11
Rock City Tobacco Co., Ltd... Inside back cover
Rose & Laflamme, Ltd..... 13

S

St. Lawrence Sugar Refineries Inside front cover
Sarnia Barrel Works 64
Scott-Bathgate Co., Ltd. 9
Shaw & Ellis 4
Smith, E. D., & Son, Ltd..... 6
Spratts .....Inside back cover
Standard Imports, Limited.... 16
Stephenson-Blake Co. 53
Sunset Soap Dye Co., Inc... 51
Sutcliffe & Bingham..Front cover

T

Tanguay, Alfred T., & Co.... 13
Thompson, G. B., & Co..... 10
Thum, O. & W. 64
Tilley & Son, Chas. 53
Toronto Butchers' Supply Co.. 64
Toronto Pottery Co., Ltd..... 17
Toronto Salt Works 64
Trent Mfg. Co. 64
Turgeon, E. 13

U

Universal Importing Co. 13

W

Wagstaffe, Ltd. 14
Walsh, M. M. 12
Walker, Hugh, & Son 61
Washington's, Geo., Coffee ... 60
Watson & Truesdale 10
Wetheys, Ltd. 2
White & Co. 61
White & McCart, Ltd. 12
Woodruff & Edwards 62
Woods, Walter, Co. ..... Inside back cover

Oil in the Arctic

CANADA possesses enough petroleum to last the world for a thousand years. This oil is found on the Mackenzie River — in the Arctic region. The discovery was made two years ago by Dr. T. O. Bosworth, who reported the story of his "find" to the Dominion Government, but it is only now that the people of Canada have given them the story of a national asset of momentous importance. The tar sands north of Athabasca and Great Slave Lake become oil fields of incalculable value near the mouth of the Mackenzie. Read this story, told by Dr. Bosworth himself, of Canada's and the Empire's exhaustless oil fields in

MACLEAN'S MAGAZINE *for* June

THEN have regard for the following highly interesting special articles and features of the June MACLEAN'S, always keeping in mind that they are by Canadians for Canadians—and so belong by right to MACLEAN'S MAGAZINE, whose elect purpose is to advance the development of Canadian writers and Canadian literature, and to make the Canadian people —the best of them—better informed concerning their own land and their distinguished sons and daughters.

Balfour at Washington

and the war preparations of the United States, by Agnes C. Laut. An interpretation of Balfour's mission to America as it relates to the Allies' cause and to the unifying of the great Anglo-Saxon peoples into an organized power for the conservation and development of human liberty and the rights of the common people.

William T. Dewart

A Character Sketch

The romantic and inspiring story of a Canadian—a member of a well-known Ontario family—who is now general manager of the Munsey publications in New York. The story is exceedingly well told by a remarkable man—Erman J. Ridgeway, himself a publisher of brilliant record.

Putting Pep into Parliament

The idea is that the work and proceedings of Parliament should be simplified and speeded up. Parliament is becoming more and more of a business institution and less and less a place for oratory. The work of Canada is too important and too vast to permit of elocution and casuistry and wire-pulling. H. F. Gadsby, a writer with any amount of "pep" himself, is the man who pleads that Pep should be put into Parliament.

Sunshine in Mariposa

By Stephen Leacock

The second instalment of his play whose setting and incidents are found in Ontario, Leacock's birthplace. Rich humor, and revealing Canada's premier humorous writer in a new phase of his astounding versatility.

James B. Hendryx

continues "The Gun Brand." This is a romance of the Canadian Northland. An adventurous and ambitious girl teaches school in Athabasca, and in her journeyings thither and in her life and work later on, there are incidents and experiences and developments laden with thrills. A fine story which can be satisfactorily begun in the June MACLEAN'S.

Sir Gilbert Parker

contributes "At Lake O'Calling."
This is a Canadian story—about the building of a railroad for Empire business. A romantic tangle gives the story zest and shows Sir Gilbert's art finely. Probably his best story ever appearing in MACLEAN'S MAGAZINE

A. C. Allenson

contributes "June Comes Back."
A very beautiful June bride story—about June Summers, a charming young woman.

Arthur Beverly Baxter

contributes "The Man Who Scoffed." A war story—and good war stories at this time have great appeal. We all want to know more about the life our glorious Canadian boys are living in these epochal days. Romance mingles itself with death and tragedy.

Hopkins Moorhouse

contributes "The Herald Angel."
One of his fine Andy Doolin stories—a story of the days of the forty-niners with their lawlessness and enriching labors. A story of valor and primitive passions in freeset exercise.

Records of Success

This is a feature department of MACLEAN'S given over to sketches of interesting Canadian men and women who have accomplished things.

Review of Reviews

A department tremendously well liked by every MACLEAN'S MAGAZINE reader, for here are found condensations of many articles of surpassing interest appearing in other magazines. So do readers keep themselves informed concerning what is best and most vital in current thought and life.

SO you have evidence of just how much worth-while MACLEAN'S MAGAZINE is—how admirably it is doing its chosen work and realizing its own purposes; which are to give the Canadian people a magazine dominantly and usefully Canadian, and which will satisfy from beginning to end

At all News-dealers, 15 cents

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

WANTED—SIDE LINES. WE ARE OPEN TO handle a number of side lines for manufacturers and jobbers. Good references.—Cleary Bros., P.O. Box 436, Sydney, C.B.

FOR SALE

GROCERY NEAR VANCOUVER. STOCK, $1,200. Fixtures, $300. Stock at invoice price. Terms cash. Reason health failing. Box 231, Canadian Grocer.

GOOD GROCERY BUSINESS FOR SALE — established 20 years; good reasons for selling, dwelling attached; manufacturing city. Apply Box 230, Canadian Grocer.

GROCERY BUSINESS. DOUBLE BRICK stores with stable and drive shed attached. Established over twenty-five years; turn-over about fifty thousand per annum. Situated corner King and Princess Sts, one block from finest market in Ontario, one block from steamers and railway. Owner retiring from business. Possession at once if desired. Apply, L. W. Murphy, Kingston, Ont.

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

Try MANN & CO. for
FANCY POULTRY
Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH
WELLINGTON



JOHN OAKEY & SONS LIMITED, LONDON ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

LARGEST CANADIAN DEALER
ADEL. 760 **WASTE PAPER**
E. PULLAN TORONTO

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

KING GEORGE'S NAVY

CHEWING TOBACCO

will always justify prominent display

Once the men begin to know you stock this delicious chew you'll find little difficulty in keeping your stock moving.

A constant show case display will serve to remind the men that you're a King George dealer. Big sales and good profits will then be a feature of your tobacco department.

Stock King George's Navy Now



Rock City Tobacco Co., Ltd.

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

Ask Us For
Wrapping Papers
10,000 Rolls and Reams
and
Twines
Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg



How Sales Are Made

(By a Live Salesman)

"Isn't that provoking," said Mrs. Byer, in a Windsor grocery, as she fumbled with her bag. "Here I've come away without my list, on which I had a whole lot of things to order for a cake I wished to bake in the morning."

"It wouldn't be a FIVE ROSES cake, would it?" suggested Mr. Grocer.

"That's just what it is, for I took my recipe from the FIVE ROSES Cook Book."

"Then maybe I can help you," remarked the grocer, going to his desk and returning with that very book.

"How lovely," she said, "it's a Spice Cake, near the back.

"Spice Cake, yes, here we are, page 110," said the grocer.



Eggs
Sugar
Butter
Milk
Baking Powder
Soda
Nutmeg or Cinnamon
Cloves and Raisins
Chopped Walnuts

"All our baking ingredients are up to the FIVE ROSES standard," said the Grocer. "Let me take your order for the 5 P.M. delivery."

* * * *

Have you *YOUR* FIVE ROSES Cook Book handy? If your copy has disappeared, borrow your wife's, and write us for another copy. It helps sales.

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, JUNE 22nd, 1917 No. 25

Welch's

"The National Drink"



Welch's is staple and sells with the same certainty as sugar, flour or any other staple you stock.

But it gives you the turnover of a specialty and thus a better profit than any ordinary staple can command.

For Welch quality will hold permanently your present customers and Welch advertising will bring new ones.

Stock and display this "standard" in grape juice. Welch's is all you need to make a sure, cash-register profit.

Sold by Leading Jobbers

THE WELCH CO., LIMITED

ST. CATHARINES ONTARIO

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

SUMMER IS COMING!

That means your customers are going to be more particular about their shoes. A window display of these polishes occasionally has proven very profitable. Summer time is polish time—get your stock in without delay—it pays.



The Season's Leaders





Ask for Prices and Complete Catalog



Top Notch

White kid and white leather cleaner.

Albo

White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).

Bostonian Creams

Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.

Cleanall

Cleans and freshens cloth top shoes, also silk and satin.

White Heel

Instantly makes white, heels and edges. Will not crack or chip off. Will have a big sale this season.

Quick White

(Liquid) makes dirty canvas shoes clean and white. A sponge in every package, so always ready to use.



Get In Touch With Your Jobber Now

or write Whittemore Bros., Corp., Boston, Mass.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Your Best Assistant is
Borden's Advertising

YOU will realize this if you devote a little window or counter space to a Borden display.

Few grocery specialties are so firmly established and enjoy such a steady demand as

BORDEN'S MILK PRODUCTS

Their splendid good qualities is of course the chief reason for this, but the heavy steady volume of Borden advertising has built up this demand, increasing it year by year until grocers in every community find Borden's one of their very best and most profitable sellers.

Link your business with this sales creating advertising.

Borden Milk Co., Limited

LEADERS OF QUALITY

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

Dealers Profit from Coffee-Satisfaction

Never has an American commodity so quickly won wide-awake Canadian dealers as has Royal Blend—the popular coffee from the U.S. Dealers have taken to it because of the large and easy profit to them, and because their customers find that Royal Blend Coffee enables them to serve the same coffee as is served by Canada's best hotels.

Order a case from any of the following importers:—

BELLEVILLE—J. E. Walmsley & Co.
HAMILTON—James Turner & Co.
KINGSTON—W. G. Craig & Co.
LINDSAY—J. E. Adams & Co.
LONDON—M. Masuret & Co.
OTTAWA—H. N. Bate & Sons, Ltd.
PETERBORO—Rishors Ltd.
SUDBURY—D. L. McKinnon
TORONTO—Groceries Ltd.

ROYAL BLEND COFFEE

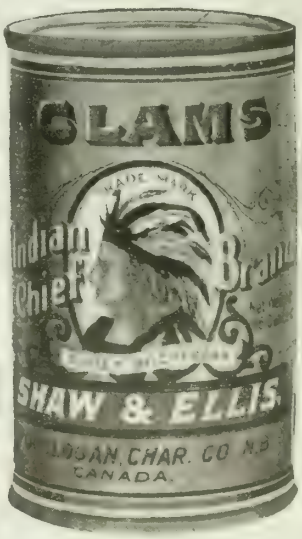


FINEST CRYSTAL GELATINES
Powdered and Sheet
FINE LEAF GELATINE
BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.
SOLE AGENTS FOR CANADA
F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

INDIAN CHIEF BRAND CLAMS
Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By
SHAW & ELLIS
Pocologan, N.B.

CLARK'S

Clark's

You realize, Mr. Business Man, that reputation is built upon quality and that your best advertising agent is the "sale" of quality goods.



PORK and BEANS



We also think you realize that Clark's Pork and Beans are THE quality Beans and the best of BUSINESS BUILDERS.

Keep your stocks to Standard.

W. CLARK, LIMITED
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

There's Profit and Prestige in every sale of Royal Shield Brand of Goods



Stock the lines that have won approval everywhere



You'll find a stock of Royal Shield Products the key to daily increasing sales and better customer-confidence. For Royal Shield quality pleases the most particular housewife and brings her in again for a further supply.

Keep a window or counter display constantly working for you, and don't hesitate to recommend any product bearing the Royal Shield Trade-Mark.

Just look over our list of branch houses listed herewith and order a supply from the one nearest your store. Prompt shipment will follow and better selling will result immediately.

Campbell Bros. and Wilson, Limited

IMPORTERS AND WHOLESALE GROCERS

WINNIPEG, CANADA

BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer. Campbell, Wilson & Miller, Ltd.—Saskatoon.
Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.

If any advertisement interests you, tear it out now and place with letters to be answered.

Feature E.D.S. Raspberry Vinegar now

The Much Liked Summer Drink

Public approval has long ago set its unmistakable seal on the E.D.S. Products and E.D.S. Raspberry Vinegar has long enjoyed the confidence and the esteem of everybody as an ideal hot weather beverage.

The profits to be had through selling this line make a little effort on the part of the Grocer decidedly worth while.

E.D.S. Raspberry Vinegar is made of luscious, rich, red raspberries, grown on our famous Winona Fruit Farm.

MAKE A DISPLAY

Send in an order—get your share of the hot season sales.



E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B. C. Merchandise Brokerage Co., Vancouver, B.C.

Cutting Your Labor Cost

Let us show you how to get greater production at a smaller labor cost with Anchor Caps and Sealing Machines.

Anchor Caps are sealed mechanically at a much greater speed than is possible by hand and the seal once made remains air-tight until the cap is removed by the consumer. The sealing machines are of strong and simple construction with low upkeep, and do not require skilled labor to operate. One machine will do more and better work than five or six women.

Our representatives make regular inspections of the machines and in this way they are kept always at the point of highest efficiency.

With Anchor Caps and Machines the goods can be handled direct from the filler to the capping machine and then to the labeller without the necessity of rehandling or tightening the caps a second time.

The caps are shipped ready to use and no liners or paraffin are required.

We will be glad to place any of our machines in your factory on thirty days' trial in order that you may try them out under your own factory conditions.

Write for catalogue and full particulars.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

JAPAN TEAS

Are the best purchase on the market at present prices.

☛ They have not ***so far*** been affected seriously by the shipping situation. But complications are developing and rates will be much higher.

☛ ***We can quote low prices AT PRESENT.***

KEARNEY BROS., LIMITED

Tea—IMPORTERS—*Coffee*

33 St. Peter Street - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



Tall Butter Jars

(Dark Glazed inside; Light and Dark or White Glazed outside)

	Without Covers per doz.	Covered per doz.
¼ gal.	$ .57	$1.14
½ gal.	.85	1.70
1 gal.	1.14	2.28
1½ gal.	1.71	2.85
2 gal.	2.28	3.42
3 gal.	3.42	5.13
4 gal.	4.56	6.27
5 gal.	5.70	7.98
6 gal.	6.84	9.12



Preserve Jars

(With Stone Covers)

	Per doz.
¼ gal.	$1.15
½ gal.	1.50
1 gal.	2.00
1½ gal.	2.50
2 gal.	3.60
3 gal.	5.00
4 gal.	6.50

Jar can be made air-tight by sealing with wax.

THREE OF OUR BIG SELLERS

On July 1st these prices will be withdrawn, after that higher prices will prevail. Take advantage of these prices now.

NOTE PRICES—You can figure the profits now, then send for our illustrated catalogue, and get in line to reap some of this profit.

The Toronto Pottery Co., Limited

617-8 Dominion Bank Building

King and Yonge Streets - - TORONTO



Churns with Stone Covers

(Dashers included)

	Per dozen
2 gallon	$ 5.76
3 gallon	7.20
4 gallon	8.64
5 gallon	10.00
6 gallon	11.50
8 gallon	18.00
10 gallon	22.00
12 gallon	24.00

Cheaper and more sanitary than wooden churns.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.



Don't Blame Us

if your peanut butter sales are not up to expectations this Summer; we are trying hard to convince you that

Bowes

PEANUT BUTTER

is the most profitable and popular line in its field. Better guard against disappointing your customers and yourself, by selling this well-known brand.

NOW IS A GOOD TIME TO START

Manufactured and Guaranteed by

The Bowes Company, Ltd.

TORONTO

Branches: Winnipeg, Man., and St. John, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East

WINNIPEG

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. **"Always on the job."**

Storage Distributing Forwarding

Six Thousand Copies Sold

A recent circular describing THE GROCER'S ENCYCLOPEDIA contained several pages of commendations by wholesale and retail grocers; by manufacturers and food experts; by editors, librarians, and educationists. But even more impressive is the fact, just announced, that **Six Thousand Copies** have been sold. This is wonderful testimony to its practical money-making and money-saving value.

If YOU do not already own a copy, why not make yourself a present of one?

The Grocer's Encyclopedia is the source from which hundreds of up-to-date grocers, scattered throughout the country, are obtaining the information that is creating for them new and higher business reputation and is delighting and astonishing their customers.

Why not help yourself into the same class when you can do it so easily—merely by reading a book which you will find much more entertaining than a daily newspaper?

You will read a few lines here and an article there, and, before you realize it, you will have absorbed a great deal of knowledge on the goods you handle—you will have, at your tongue's end, interesting information that customers will enjoy hearing from you—and that will speedily give you the reputation of a man who "knows everything about all kinds of foods."

You will be surprised to observe what a difference such a reputation will make in the way that people think of you and refer to you. It establishes you as an **authority** in your line of business. Your word and your opinion will carry much more weight than they do to-day.

Such knowledge and such reputation are a great deal in return for an outlay of only $10.50—the price of the Encyclopedia, delivered to you.

Copies can be obtained from **THE CANADIAN GROCER**, 143-153 University Ave., Toronto.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent

We can handle a few more good lines. Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

508 Merchants Bank, Winnipeg

We have several good accounts, but can give you results on yours.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Live Representation

ON TORONTO MARKET SECURES BUSINESS

If your are looking for new business, communicate with

WHITE & McCART, LIMITED

Car Lot Distributors

309-310 Board of Trade Bldg.

TORONTO - - ONTARIO

Reference: Dominion Bank, Toronto.

W. G. PATRICK & CO.

Limited

Manufacturers' Agents and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.

TORONTO

Established 1885

SUGARS FRUITS

Hamblin-Brereton Co., Limited

Wholesale Grocery and Confectionery Brokers

KITCHENER WINNIPEG CALGARY

COVERING PORCUPINE DISTRICT

Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.

Address A. L., Box 85, Timmins, Ont.

W. F. ELLIOT

Importer & Manufacturers' Agent

(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

Maclure & Langley, Limited

Manufacturers' Agents

Grocers, Confectioners and Drug Specialists

12 FRONT STREET EAST TORONTO

Gallon Apples

Fancy and Choice Seeded Raisins

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

The HARRY HORNE CO.

Toronto, Can.

BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.

We carry stocks in our own Warehouse (when necessary).

We employ a steady staff of salesmen.

(Get in touch with us.)

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE

CITY OF OTTAWA

Satisfaction Guaranteed.

Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

This Space is Yours For $2 On Yearly Order

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

Kindly mention this paper when writing the advertiser.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY
ALFRED T. TANGUAY & COMPANY
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.



If any advertisement interests you, tear it out now and place with letters to be answered.

Furnivall's
FINE FRUIT
PURE JAM

New Pack 1917

Strawberry Jam

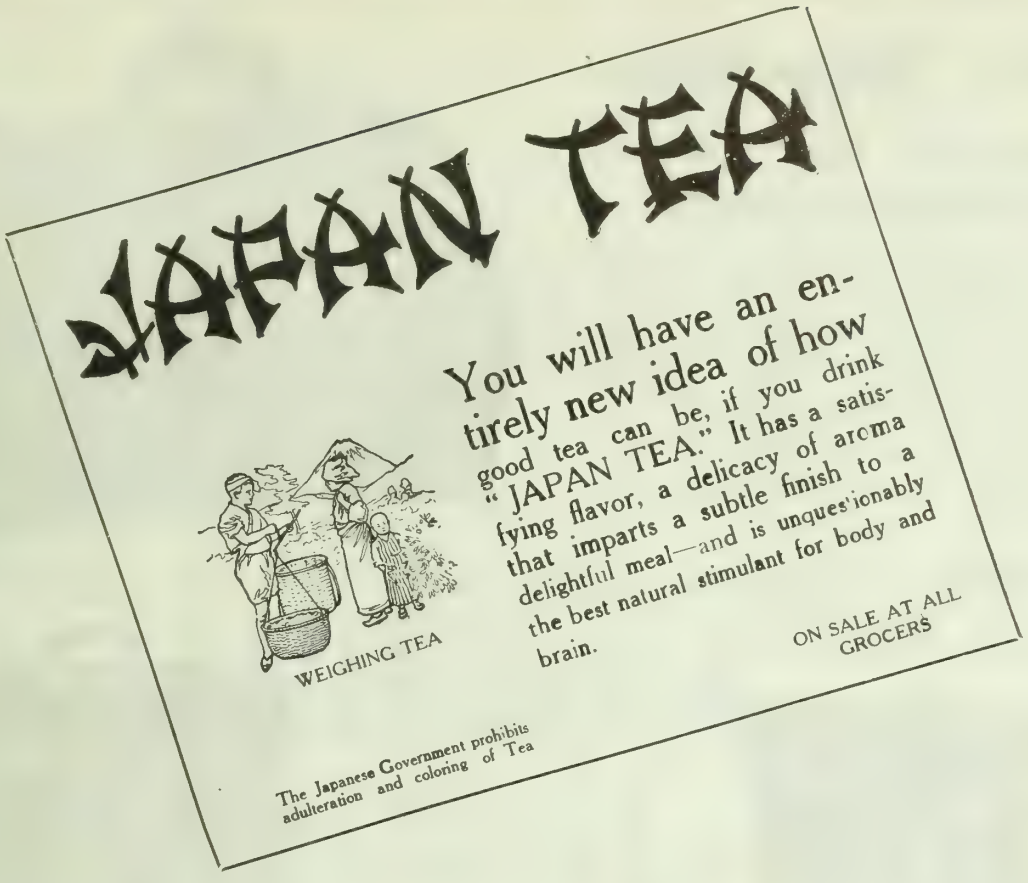
NOW READY

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal — Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton —R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Furnivall-New, Limited

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



Particular people, whose tea requirements must be met with a product of unexcelled purity, show a marked preference for "JAPAN TEA"—the fine, rich, full flavored product of the Flowery Kingdom.

Dealers who constantly feature this delicious beverage are reaping big results from our extensive Consumer Advertising. Why not connect your tea department with this fruitful source of lasting profit and customer satisfaction?

Holiday Suggestions

How would you like to secure this Club Bag or Camera?

You can secure one—or both—and add considerably to your profits at the same time by selling these big favorites — O-PEE-CHEE GUM in Spearmint, Peppermint and Licorice flavors, and MINTEES, WINTEES, CINTEES and CLOVEES.



BLACK WALRUS GRAIN CLUB BAG
Premium No. 53

THE CAMERA, which is highly efficient in every respect, will be sent you with an order for 12 boxes assorted O-Pee-Chee Gum and Mintees, etc. This assortment, with Camera, costs you $9.75 (in British Columbia and Alberta, $10.00)—sales will net you $12.00 — a profit of $2.00 to $2.25, and the Camera for yourself!



PREMO CAMERA—Premium No. 50



THE CLUB BAG, with an assortment of 16 boxes, costs you $14.00 (in B.C. and Alberta $14.50). At 5c each the 320 rolls or bars bring you $16.00—a profit of $1.50 to $2.00 on the transaction—and you keep the Club Bag!



CUT THIS CORNER OFF AND MAIL TO-DAY!

O-Pee-Chee Gum Co., Ltd., London, Ont.

Ship Premium No.....

Name of Jobber.....

Address of Jobber.....

Retailer sign here .....

Post Office .....

Station .....

Send Catalogue.

.....

Our illustrated Premium Catalog will show you a splendid assortment of attractive and useful articles which our representatives may easily secure.

MAIL US THE COUPON TO-DAY

O-Pee-Chee Gum Co.

Limited

LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

St. Williams
Jams and Marmalade

New Season's Jam
Now Ready



Tins and glass are difficult to obtain and would advise securing your requirements early.

Send us your order to be shipped through your Jobber.

Freight prepaid on 5 cases or over.

Maclure & Langley Limited

12 Front Street East, TORONTO
123 Bannatyne Ave., WINNIPEG



Your customers are no exception

to the vast multitude of satisfied housewives who find in

Cox's Instant Powdered Gelatine

the ideal hot weather dessert.

One package makes two quarts of clear, sparkling jelly—just the thing for serving with fresh fruits.

Feature **"Cox's"** in your shelf counter and window displays now and you will reap many extra dollars of profit this summer.

All British Make

Arthur P. Tippet & Co., Montreal

WINNIPEG—Tees & Perssee, Limited **VANCOUVER—Martin & Robinson, Ltd.**

Make Malcolm's a feature of your summer displays

Malcolm Milk Products—the entirely All-Canadian line that is winning more and more admirers everywhere on account of its splendid convenience and unusual good qualities.

Summer days are particularly suited to the sale of Malcolm Milk Products. For all manner of outing folk—campers, picnicers, cottagers, etc., these Canadian-made Milk lines are absolutely unrivalled.





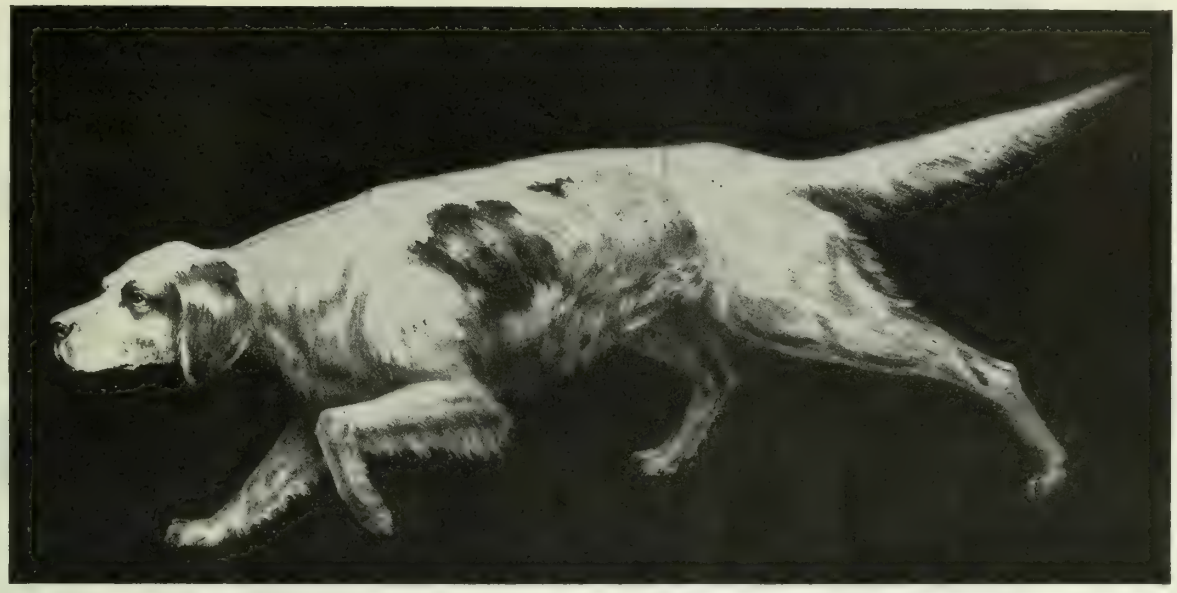
5-case lots delivered to any point in Ontario, Quebec and Maritime Provinces. Freight paid up to 50c per 100 lbs.





The Malcolm Condensing Co., Ltd., St. George, Ont.

"The Only Canadian Milk Company"



SELL
PRESNAIL'S
PATHFINDER CIGARS

Prove your loss to a cent in case of fire

You can do it with an International Account Register

This account keeping system is the simplest, most complete and most quickly operated system made. You have no extra safe to buy, no shifting of bill-holders to and from the safe to register.



An International gives you a quick and accurate service. Every credit transaction is totalled to the minute. Prevents mistakes and forgotten charges. Keeps delinquents in check, makes for regular payments and provides absolute safety in case of fire. The "International" is the modern system for modern and progressive merchants.

Write for booklet "I" which further explains and shows you how to solve the credit problems. Write now.

INTERNATIONAL SAFE COMPANY, LIMITED
FORT ERIE, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

You should sell

REGINA BAKING POWDER

It's a big favorite with every woman who has ever tried it. Put up in 16 oz. tins only. Retails at 50c per lb.

Keep a stock displayed and note the "repeats."



The Robert Gillespie Co.
WINNIPEG, MANITOBA, *Agents for Canada*

The New Breakfast Food



Dutch Tea Rusks

They are **appetizing, wholesome,** and **nutritious,** containing **eggs** and **milk.** Quickly prepared, and easily assimilated.

Packages are **attractively labelled,** and **lend** themselves to **displays,** both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada



Clean Up the Oil Room

The Bowser Oil and Gasoline Storage System will clean up your oil room and keep it clean. No more waste, oil-soaked floors and damage to stock.

Ends the "Fire Risk." Write for booklet to-day.

S. F. BOWSER & CO., Inc.

Sales Offices in All Centers **Ft. Wayne, Ind.** Representatives Everywhere



Why do Grocers like to Sell Red Rose Tea?

Because it never disappoints a customer. Its rich Indian flavor and strength makes friends and holds them. It helps you get a larger share of the tea trade.

Ninety-nine out of every hundred homes in your locality will welcome

OCEAN BLUE

Probably you would not care to do business with the other one. Ocean Blue is such a contrast to the ordinary qualities that housewives are glad to use it.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmouton. For British Columbia and Yukon: Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.



The New Improved

Van Berkel Slicer

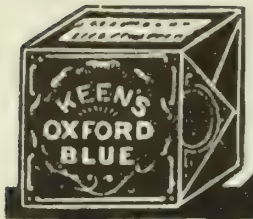
Make Your Summer Cured Meat Sales More Profitable

The Van Berkel Meat Slicer (new model) will show you how. No more waste. No more lost profits. No more disatisfied customers. Profits saved pays the cost.

Write for particulars.

The Hobart Mfg. Co.
149 Church St.
TORONTO
Sole Agents for Canada

If any advertisement interests you, tear it out now and place with letters to be answered.



Keen's Oxford BLUE

displayed in your store on counter, window or shelf will bring you bigger sales and a good profit on every sale.

Everybody knows Keen's Oxford Blue. It only remains for you to link up with its world-wide popularity.

Ask your wholesaler.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL **30 Church Street, TORONTO**

PURITY FLOUR

(THE ALL-PURPOSE FLOUR)

IS A SURE "REPEATER"

—the housewife who tries one sack always comes back for more. Any dealer who wants to do **more** flour business can always increase his trade—and profits too—with Purity Flour.

And don't forget that we are using liberal space in the newspapers and magazines to tell Canadian housewives that Purity Flour serves every baking need—bread, pies, cakes, biscuits, rolls, etc.—and that it is the most economical food product on the market.

Take advantage of this wide publicity and reap your full share of business—and profits.

Write For Particulars About Our Fall Advertising Campaign.



Western Canada Flour Mills Co., Ltd.

TORONTO :-: **WINNIPEG**

CANADIAN GROCER

Vol. XXXI. TORONTO, JUNE 22, 1917 No. 25

Convention of Ontario R.M.A.

Members Meet at Headquarters in Toronto—Reasons for Dropping Arrangement with Financial Paper Are Discussed—Financial Statement Shows Balance for Year—Important Resolutions Are Discussed.

THE annual meeting of the Ontario Branch of the Retail Merchants' Association of Canada was held in Toronto on June 20, at the Association headquarters. The attendance, while not large, was a representative one, and the proceedings were characterized by a tendency, not only to discuss the broadest retail problems in a broad way, but also to do so with business-like incisiveness. Many important problems were discussed and dealt with. Decisions were reached on a number of vital problems and action was decided upon in several instances to assert the views of the retail merchants of Ontario in quarters and in ways that would ensure consideration.

President B. W. Zieman was in the chair, calling the meeting to order at 10.45. The regular business of the association was first proceeded with.

The first order of business was the reading by Secretary Miller of the minutes of the meetings held by the Ontario Board during the year. Among other important matters reference was made to the arrangement which had been made to supply the Journal of Commerce to members and to raise the membership fees, which arrangement was rescinded at the following meeting of the board.

Financial Information Wanted

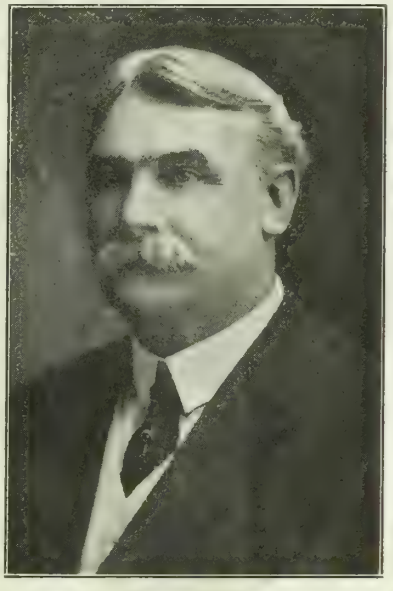
Mr. Watters, of Ottawa, asked for further information with reference to the arrangement made, and afterwards rescinded, with the Journal of Commerce. He was still receiving the paper, despite the fact that the arrangement with the board had been discontinued.

Mr. Zieman explained that the members who had paid the increased fee were still receiving the Journal of Commerce, and would continue to receive it, until the expiration of the term.

Mr. Watters—"What was the financial arrangement with this paper? How do we stand?"

Mr. Zieman explained that the financial arrangements had been made by Mr. Beaudry. The Journal of Commerce were paid out of the organization funds of the Dominion Board, but he was not in a position to say just what it was. Mr. Beaudry was not present.

Mr. Watters expressed regret that Mr. Beaudry was not on hand to give the full details. It had always been the case that uncertainty had existed in regard to the financial side of association matters. He felt that he could not go back and report to the Ottawa members this year unless he took back complete information with reference to the finances of the association. He regretted that it was not possible to supply the details with reference to the contract with the Journal of Commerce.



D. W. CLARK, Toronto
Re-elected 1st Vice-President

Why Contract Was Rescinded

Secretary Miller explained at some length why the contract with that paper had been rescinded. When the arrangement was made by the Ontario Board it had been on the understanding that it was being made between the Ontario Board and the Dominion Board. It developed later, however, that the arrangement in reality was being made with Mr. Beaudry and the publishers of the Journal of Commerce. Later it became apparent to the members of the Ontario Board that the association was being used to increase the circulation of the paper in question, so that the publishers could secure advertising by showing the manufacturers that the paper was going to all members of the association in Ontario. This was the reason why the Ontario Board had decided not to go ahead with the matter. He had understood from Mr. Beaudry that practically no money had been paid over to the publishers. In any case, he was able to say positively that no money from the Ontario funds had been paid.

Mr. Watters asked how the board had been able to rescind the contract made.

Mr. Miller explained that the arrangement had been rescinded with the consent of the publishers after a meeting held in Montreal, attended by the officers of the Dominion Board.

Mr. Watters then moved the acceptance of the secretary's report, and the motion carried.

Report of the President, B. W. Zieman, of Preston

The president, Mr. Zieman, of Preston, welcomed the retail merchants of Ontario to their eighteenth annual convention. He spoke of the difficulties of getting a satisfactory attendance either at the convention or at the local meetings. The only time it was possible to get a large representation was when something threatened the interest of the merchants.

He was glad, however, to feel that those who were present had a most vital interest in the activities, and were willing to sacrifice their own private interests for the larger benefits of the merchants as a whole.

Mr. Zieman spoke of his two years of service as president of the association, speaking of the strenuous scenes that the association had lived through in that time. He foresaw the likelihood of still more serious days to come. Times were good as a whole, but with war conditions no one could foretell the future. There was also the danger of those activities that were arising to fight the retailer. He asserted that few merchants were making any very rosy profits; but that was not affecting the activities of those opposing the retailer.

Mr. Zieman noted the fact that, though

there was a tendency to remain away from association meetings, there was, he was glad to say, no tendency to remain outside the association. He noted one instance, however, where one town had decided to form their own association rather than pay the larger fee of the association. He mentioned the fact that prior to the formation and activities of the R.M.A. the merchants had paid 60 per cent. tax on their rental value, while now, owing to the activities of the R.M.A., this had declined to 25 per cent. This, he pointed out, would be sufficient to pay a good many fees.

He urged the careful consideration of the personnel of the executive for the coming year, in view of the fact of the important measures that would naturally be brought to their attention.

Speaking of the financial statement, Mr. Zieman stated that it was not as good as could be wished, but under the circumstances he thought it was very creditable. Something of the large deficit entailed by the fighting of the Trading Stamp cause was being paid off every year, and he believed that in the year to come the financial standing would be found to be much more satisfactory.

Mr. Miller reported as follows:

"I have pleasure in submitting for your consideration my secretarial report for the past year, and I am pleased to state that the work of the Association during that time has made very material progress. But my report this morning will be brief on account of a previous report submitted to our Executive Officers at their last meeting, and which is embodied in the Minutes of the same, and which have already been read to you this morning. As there are so many other matters which this meeting must take up, and which are of such vital importance to every retailer, I will content myself with reviewing some of the features, more particularly in connection with our legislative work. At this session of the house, the Bulk Sales Act, which our Association has opposed for the last few years, but which after different conferences with manufacturers, wholesalers, the Associated Board of Trade, and Canadian Credit Men's Association, we at last succeeded in having the objectionable clauses removed from the Act, and in its final draft, which was finally endorsed by this Association, and which extends to the retailer and farmer, the same protection and advantages as that which the wholesalers and manufacturers sought, the Bill received its final reading, and is now on the Statutes, and becomes operative on Oct. 1st of this year.

"An Act to amend the Pharmacy Act is also introduced, and which would have been detrimental to the interests of several sections of our Organization, and which was amended so that no class discrimination would be shown in its enactment.

"A Bill was introduced to facilitate the incorporation of Farmers' Clubs, Co-operative Societies, etc., and as we have been successful in having the Government refrain from extending any special privileges to these Co-operative concerns, we again succeeded in having the Act amended in conformity with the wishes of our members.

"An Act to amend the Municipal Act, to empower the municipalities of this province to enter into the fuel and food business was introduced by the Hon. W. D. McPherson. Several representative delegations waited on the Government, protesting against the municipalities being given this power, pointing out that the merchants represented approximately 75% of taxpayers of the community, and that as such we objected to our moneys being used for experimental purposes by the Municipality, to enter into competition with the merchants. The Bill, however, became law, but we secured from the Government, the right to receive a two-thirds vote of the Local Council, the sanction of the Lieut.-Governor in Council, and the approval of the Ontario Railway and Municipal Board. Representations were also made to the Government *re* the Hawkers and Transient Traders By-laws, and as the two Acts at the present time are somewhat conflicting, and sufficient protection not extended to the merchants, I would recomend that this Convention take action at this meeting, so that further representations can be made to protect the merchants from the ever-increasing encroachments of the pedlar and transient trader throughout the Province of Ontario. We are endeavoring to secure a small Debts Court Recovery Act, similar to that which is in operation in the Province of Manitoba, and which has been found to be of such inestimable value to the merchants of that province. Other provinces in the Dominion are endeavoring to secure the same legislation, and it is hoped that every merchant will extend to us, both their moral and financial support to secure this important legislation.

"An Act to amend the Lien Laws Act will be introduced at the next Session of the House, and as this Act affects a number of the sections of our Organization, a subsequent reso-



W. C. MILLER,
Secretary of the Provincial Board.

lution will be placed before you to-day, which should receive the unanimous endorsation of this Convention. Legislation has also been introduced that will make the passing of a N.S.F. cheque illegal, and we sincerely trust that within the near future this important legislation will be placed upon the statutes.

"The Knowles Bill, which by this time is well known to our membership, has been strenuously opposed by our Organization, and at the present time we are conducting a vigorous campaign in opposition in every province throughout the Dominion.

"An amendment to the Pure Foods and Drugs Act must be secured from the Government at as early a date as possible.

"During the year a large number of prosecutions have taken place under the Act, and a large number of our members have been included among the victims. We are now securing from the Government statistics showing the Government analysis of any products which come under the category of the Act, and which on analysis have been found to be adulterated. On receipt of this information from the Government, we have communicated the same to our membership, which has been the means of saving a large number of merchants from prosecution. A large number of complaints have reached this office in connection with the ever-increasing practice of smuggling, which has been carried on at border points, and through representations made to the Government we have received communications that conditions have been greatly improved. Different advertisements appearing in local newspapers throughout the province, and which properly came under the False Advertising Act, have been submitted to us, and after corresponding with the different firms in connection with the same, we have received courteous replies, and thanks for bringing this matter to their attention. But a further amendment to the False Advertising Act will be submitted for your consideration at this meeting.

"A very grievous question, and one which is affecting every part of the province, is the fact that the garnishment of salaries from Government employees, cannot be secured, and some representations should be made by this Convention, as the merchants complain that they are conversant with this fact, and those employees are amongst their largest debtors. The question of co-operative buying is also one which is occupying the attention of the different sections of our Organization, and while some are working with more or less success, the matter is one which should be discussed freely and openly at this Convention.

"We have at the present time, approximately 256 branches in our Organization, and the membership from June last year to May 31, total 1,263 members. In view of the fact that during the months of September and October, during the re-organization, no effort was made to secure members, and which I think is satisfactory, despite the fact that our fee has been increased to $10. At the present time we have made and are making satisfactory progress, and after reducing our liability to the extent of $756.64, we have bettered our financial standing to the extent of $508.

"All correspondence has been promptly answered, and we have endeavored to give our entire membership the best possible service.

"We have issued monthly bulletins to our entire membership, keeping them posted from time to time of the work and deliberations of our Organization. We have a number of live local branches that are doing good work, and it is to be hoped that during the coming year that the other branches which we are organizing will get in line, and have their regular meetings.

"I have visited as many branches as time and circumstances would permit, and on every occasion have been received with every courtesy and kindness. I desire to thank the Executive officers of the Board, who have so ably assisted me in the performance of my duties, and who have freely given of their time in assisting in their attendance at the branch meetings throughout the Province.

"I also desire to thank the Organizing and Office staff for their kindness and co-operation and efficiency in the responsibilities that were placed upon me.

"I also desire to express our appreciation of the Trade Press for the kindly manner in which they have given such publiciity to the work, aims and objects of our Organization, and I would recommend that a Resolution of appreciation be passed to the Trade Press before our meeting adjourns.

"The service of the examination of our members' freight bills, insurance policies, etc., has been largely taken advantage of, and we request any of our members who have not yet availed themselves of this service, to take advantage of it, without delay,

"Through the medium of our Credit Reporting Department approximately $200,000 has been collected by the merchants at no cost to themselves.

"In conclusion I desire to thank the officers and members generally for the kind assistance they have extended to the Association and myself personally, and trust that the deliberations of this Convention will be productive of good results, give an inspiration to those present to carry back with them to their Local Branches, the fact that the 'key note' of success to-day is in organization.

"All of which is respectfully submitted."

Mr. Waters, of Ottawa, moved the adoption of the report, seconded by Mr. Fisher, of Lindsay.

In answer to a question from Mr. Fisher, Secretary Miller explained that since the fees were increased the membership had shown an increase.

Ontario Members Discuss Resolutions

Some Important Matters Brought to the Attention of the Conference—Interesting Discussions on Vital Topics—Some Slight Discussion of Financial Report.

THE afternoon session opened with some slight discussion of the financial statement, which was presented by W. C. Miller, in the absence of Mr. Beaudry. The statement appears on this page. It was pointed out by Mr. Miller, that in the disbursement $756.64 had been set aside to meet some of the old liabilities and consequently the financial statement was rather a better showing than might first appear. Mr. Watters asked how many members there were. There were 1263 members for whom $4 each could be drawn, approximately $5,000 which had been devoted to the work of maintaining the work of the Provincial Association, and paying all expenses incident thereto—and had shown a balance of $756.64 that had been devoted to paying off a portion of the Association indebtedness.

CONTRACT SELLING PLAN

THAT WHEREAS an effort is being made to introduce Legislation at Ottawa to prohibit a manufacturer from placing a selling price on his articles, either to the retail trade, or the purchasers; that we believe that such legislation would not only be unfair to the manufacturer, but also to the retail trade, and to our customers, and we therefore endorse the action of the Dominion Board of our Association in opposing the same, and we agree to do all in our power to give them all the assistance we can.

In discussing this matter Mr. Watters charged that behind the Knowles Bill was the department store interest. Since Mr. O'Connor, whose investigations were largely responsible for the Knowles Bill, has entirely exonerated the trade and has, in his only recommendation asked for something like the requests of the retail and wholesale merchants who requested an Inland Trade Commission. Mr. Watters reminded the Convention that at the time the Knowles Bill was introduced, Mr. Doherty had said that if Mr. Knowles would withdraw his Bill, a bill would be provided by the Government that would meet the situation. Mr. Watters stated, that Mr. Trowern had seen the proposed bill and believed it was fully in accord with the wishes of the trading interests.

FREIGHT BILL

THAT THIS MEETING places itself upon record as endorsing the plan adopted by the Ontario Provincial Board of our Association whereby all members of the Association can send freight Bills to the Office of the Secretary of the Provincial Board, and they will be examined by a freight bill expert and return them to the members, who will examine same, taking 50% of the savings, where savings are discovered, and making no charge, if there are no savings made.

We ask all our members to take advantage of this service.

The Bill was adopted without Comment

DAYLIGHT SAVING

THAT WHEREAS resolutions having been passed at the Annual Convention of the Provincial Boards of the Retail Merchants' Association of Canada, incorporated, in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia and New Brunswick, favoring a Daylight Saving Measure, and the same having been placed before the members of the Dominion Board of our

---

BALANCE SHEET ONTARIO BOARD AND TORONTO BRANCH RETAIL MERCHANTS' ASSOCIATION TO SEPT. 30, 1916.

Assets—		Liabilities—	
Cash Bal. in Bank	$ .21	Bills Payable, C.B. of C.	$ 475.00
Accts. Receivable	56.02	Accts. Receivable	7,997.92
Furn., Fixtures and Stat'y	2,570.09	Ont. Bd.	$4,545.84
Deficit	5,846.60	Tor. Bch.	3,452.08
Ont. Bd.	$2,394.52		
Tor. Bch.	3,452.08		
	$8,472.92		$8,472.92

I have examined the books of the Ontario Board and Toronto Branch of the Retail Merchants' Association, to the 30th September, 1916, and find the above statement, as set forth by their books on that date.

Toronto, Oct. 16, 1916.

(signed) W. E. SAMPSON, Auditor.

MEMORANDUM OF ASSETS AND LIABILITIES FROM OCTOBER 1-16, TO MAY 31st, 1917 ONTARIO PROVINCIAL BOARD—RETAIL MERCHANTS' ASSOCIATION

Assets—		Liabilities—	
Cash on Hand and in Bank	$ 190.02	Old Liability	$7,241.28
Accts. Receivable,—Fees	1,035.00	Ont. Bd.	$4,420.09
Bulletin Bd.	137.50	Tor. Bch.	2,821.19
E. Newton	56.02	Accts. Payable (open)	913.10
Inventory	2,770.09	Bills Payable	1,373.08
Deficit	5,338.83		
	$9,527.46		$9,527.46

MEMORANDUM OF RECEIPTS AND DISBURSEMENTS FROM OCTOBER 1st, 1916, TO MAY 31st, 1917

Receipts—		Disbursements—	
Members' Fees	$6,191.00	Liability (old)	$ 756.64
Bulletin Board	173.60	Trav. Expenses	387.99
T. J. Maher	38.75	Office Expenses	369.23
Flags	100.00	Salaries	2,037.05
J. A. Beaudry advances	1,373.08	Office Stationery	141.38
Cash	.21	Rent	400.00
		Stamps	310.53
		Organization	2,408.40
		Service	21.65
		Legal Expenses	26.35
		Dominion Board	251.90
		Branch per capita	83.00
		Toronto Branch	10.00
		Goods (Inventory)	7.50
		Bills Payable (C.B. of C.)	475.00
	$7,876.64		$7,686.62
		Cash Bal. in Bank	154.58
		Petty Cash on Hand	35.44
			$7,876.64

LIABILITIES AS AT MAY 31st, 1917

Dominion Board, per capita		$ 367.20
Feb., 1917	$ 63.00	
Mar., 1917	80.00	
Apr., 1917	78.10	
May, 1917	146.10	
Dominion Board, lithographed letters		14.25
Branch, per capita		224.00
Brantford	35.00	
Hamilton	53.00	
Kitchener	34.00	
Ottawa	68.00	
Walkerville	14.00	
Welland	20.00	
Bidwell, Davis & Grass (sol.,) re Eaton Case		25.00
Crocker Printing Co. (Stationery)		11.00
Grand & Toy (Stationery)		5.10
F. W. Johnson (Stationery)		65.70
United Typewriter Co. (Insp. Machines)		3.00
B. W. Ziemann (Trav. Expenses)		19.95
Industrial & Technical Press (Stationery)		177.90
		$ 913.10
Bills Payable		1,373.08
		$2,286.18

Association for the purpose of taking some definite action thereon, are of the opinion that any "Daylight Saving" plan that is proposed, in order to be effective and not cause confusion, should be Dominion-wide in its operations, and that the Executive Officers of this Board be requested to submit a copy of this resolution to the Premier, the Hon. Sir R. L. Borden, and the Members of the Dominion Cabinet and suggest that if such a measure is passed that it be put into effect from April 1st to October 1st in each year.

Mr. Clark stated that this had been his hobby for a long time. Mr. Clark pointed out that the recommendation had already been passed.

Mr. McCully urged that the recommendation be withdrawn. This was done.

AMENDMENT TO THE PRESENT LIEN LAW.

Re Amendment to the Present Lien Law.

THAT WHEREAS some section of our Association find it necessary to have the present Ontario Lien Law amended, and they are asking our support to help them in securing the same, that the Executive Officers of this Section be authorized to co-operate with the executive officers of the Ontario Provincial Board, to assist them in securing such legislation, providing it meets with the approval of the Officers of this Section.

This was carried.

CONVENTION WOULD NOT ENDORSE MAIL ORDER INQUIRY

Re Mail Order Inquiry.

THAT WHEREAS it has been decided by the Officers and Members of the Ontario Provincial Board to ascertain as to the amount of injury that is being done to the Cities, Towns and Villages of Canada by circulating petitions for the signature of Retail Merchants, to show that they are in sympathy with this inquiry; that this meeting places itself upon record, as approving of the same, and that they urge upon every member of this section to sign the same when presented.

Mr. Miller stated that this resolution was being fathered by the Dominion Board. The idea being to find out what amount of business is being done in different communities without paying taxes.

Mr. Watters urged that by passing such a recommendation, and so endorsing the investigation, they were advertising the mail order business.

If the mail order house was sound economically, then no amount of resolutions would affect them. Moreover, if the mail order house was economically doing the business of the country, it ill-behooved the retail merchants to oppose it.

Still another member urged the wisdom of blowing your own horn, instead of that of the mail order house.

W. J. McCully suggested that the resolution be withdrawn. We are retailers, he stated, and can compete with the mail order house. The resolution was withdrawn.

INLAND TRADE COMMISSION

THAT the members here assembled place ourselves on record as being in full accord with the proposal of the Dominion Board of our Association to have an Inland Trade Commission, as well as a Bureau for the retail, wholesale and manufacturing trades under the Department of Trade and Commerce at Ottawa, to be conducted as is more fully set forth in the report of the Dominion Board on the subject.

This resolution was unanimously endorsed.

DISCRIMINATION IN PRICES

THAT this Convention desires to place itself upon record as being opposed to the system adopted by some manufacturers of giving special prices to some dealers, who make it a practice of advertising certain lines of goods at lower rates than the said goods can be purchased by the ordinary retail trade; and that whereas the legitimate retail trade are collectively the largest buyers, and as such, they contribute most towards the profit of manufacturers; that we ask that this system be discontinued, or otherwise we ask the manufacturers to adopt the price contract or re-sale selling plan, whereby these price-cutters cannot use staple lines for the purpose of deceiving the public.

W. J. McCully stated that when the price-cutter got through with cutting prices he would be out of business. Leave them alone was Mr. McCully's suggestion.

Mr. Miller pointed out that in other branches of trade this discrimination was a more serious item than in the grocery business.

Mr. Watters objected to the form of the resolution. It appeared, he stated that the merchants were afraid of the price-cutting. It was moved by Mr. Watters and Mr. McCully that the resolution be withdrawn. This motion was carried.

RECOMMENDATION REGARDING SMALL DEPTS.

Re Legislation for the Collection of Small Debts.

THAT WHEREAS it is the intention of the Ontario Provincial Board of our Association to apply to the Ontario Provincial Government for an amendment to the Division Court Act, whereby small debts can be collected at a very much lower rate than it now costs to collect the same; and that we are in full sympathy with such action, and we will do all we can to assist in securing the same.

Mr. Miller pointed out the advantage to be derived from this recommendation. And the matter was adopted without further discussion.

BUSINESS TAX RECOMMENDATION

THAT WHEREAS the officers and members of the Ontario Provincial Board desire to have the rate of 25% which is placed on the value of land and premises of all Retail Merchants, so as to ascertain the amount of business tax that they now pay, be reduced to 10% of the assessed value, instead of 25%, be approved of by this meeting, and that we hereby agree to assist the Executive Officers of the Ontario Provincial Board to secure the same.

Mr. Miller pointed out that expression of opinion had been received from merchants from all parts of the country, which was something tangible to present to the Government.

D. W. Clark expressed full approval of the resolution, and thought it was one of great moment and one that the members of the Association should staunchly champion. The resolution was carried, without dissent.

DIRECT TO CUSTOMERS

THAT we, as Retail Merchants in Convention Assembled consider that it is not a fair practice for wholesalers to sell their goods to the Retail Trade, and at the same time solicit trade from those who are, or should be, our customers; and who do not carry stocks of goods, as this system is not only unfair to us, but it places us in an unfair position with those persons who are privileged to buy at, or near, the same prices that we are charged; and it also injures the business of the manufacturer.

We therefore agree that this subject should be taken up at the Joint Meeting of Wholesalers and Retailers, with a view to having the same discontinued.

It was moved that this recommendation be referred to the Dominion Board.

REGARDING CO-OPERATIVE SOCIETIES

THAT WHEREAS we understand that legislation is about to be introduced so as to give co-operative societies special privileges over those who are now conducting their businesses under the Joint Stock Companies Act; and that inasmuch as the Dominion Board of our Association have been successfully opposing this proposed legislation, for a number of years, that we ask the Executive Officers of the Ontario Provincial Board to take whatever action they may deem advisable to oppose the introduction of this legislation into the Ontario Provincial House.

There was no discussion on the resolution, the meeting passing the recommendation without comment.

COMMUNITY DEVELOPMENT

THAT INASMUCH as it has been deemed advisable by the officers and members of the Ontario Provincial Board of our Association to devise some plan that would tend to keep the circulation of currency as much as possible within the home town, and secure for the merchants more business within their municipality and help to build and develop the community; that we heartily endorse the same, and pledge ourselves to give the Association all the assistance we can.

B. W. Ziemaun pointed out that the idea of the resolution was that meetings should be held in the different communities to urge the merchants to make a stronger campaign to urge the people to buy at home. The merchants are the people who have to make the first move in this matter, yet they were very indifferent.

Mr. Fisher of Lindsay—stated that there were some merchants who themselves were sending to the departmental stores to buy, he thought that the merchant himself needed to be convinced of the wisdom of the buy at home idea.

Mr. Moyer urged the danger and disintegrating force of petty rivalry. Merchants are afraid of one another, indeed all classes of the country were feeling the effect of the lack of community interest.

He saw a very serious effect in that it was militating against the smaller places. It was militating against the service given by the stores. The farmer said that he dealt with the departmental store because he couldn't get what he wanted at his local store, and the local store merchant says he doesn't stock the article because the farmer sends to the departmental store for it; so there arises a circle of misunderstanding that was being the death of the small town.

Mr. Moyer urged that people in these towns were afraid to force the question, that they were being bound by silence, when only the most full discussion; and earnest co-operation could protect the merchant against the activities of the mail order house.

TRANSIENT TRADERS AND HAWKERS ACT

THAT the members of this Convention herein assembled desire to place ourselves on record as being fully in accord with the proposal of the Executive Officers of the Ontario Provincial Board to have the present Pedlars' and Transient Traders' Act amended so as to prevent persons who are not engaged in the wholesale and manufacturing business, and who do not occupy premises in the municipality, from soliciting business from the householders within the municipality.

This recommendation was adopted without discussion.

EXAMINATION OF INSURANCE

WHEREAS the Executive Officers of the Ontario Provincial Board of our Association have made arrangements, whereby all of our members can have their Insurance Policies examined by a qualified Insurance Agent, so as to ascertain if the policies are properly drawn, and to explain to the members the exact amount that they would receive in case of a loss by fire.

As we consider this an important service, we ask all our members to take advantage of the same.

This recommendation was adopted without comment.

RE WORKMEN'S COMPENSATION ACT

THAT we in Convention herein assembled, hereby strongly oppose any attempt to make the application of the Workmen's Compensation Act apply to the Retail Trade; as we understand that it is the intention of the Provincial Government to include all classes in its operations, we ask the Executive Officers of the Ontario Provincial Board of our Association to oppose the same, very strenuously.

Mr. Ziemann urged that the Association had spent money and energy in combating this Act, and he believed that possibly they were making a mistake.

The firms interested in this were the departmental stores, who were not members of the Association.

He urged that the Act be made effective against all merchants. Then he thought merchants would realize some of the benefits that the Association had been to them in protecting them against such legislation. The recommendation was finally adopted. Mr. McCully of Stratford and Mr. Ziemann of Preston being the only dissenting voices.

CREDIT REGARDING RESOLUTION

WHEREAS a Credit Reporting Department has been inaugurated by the Association, and which has been in operation for some time, and found to be of great service, and a great saving to our members, that we endorse the same, and ask our members to take all the advantage they can out of it.

This was carried without comment.

RETURNED SOLDIERS

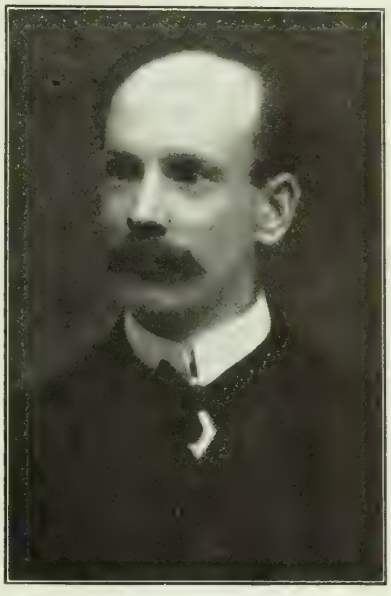
THAT in view of the fact that representations have been made by the National Service Board of Canada to the effect that a large number of Retail Clerks and others in the employ of Retail Merchants have enlisted since the outbreak of the war, and whereas a large number of them are now returning, partially disabled, as well as wounded, and that they are discharged from the Convalescent Homes, and they seek employment, that we as members of "The Retail Merchants' Association of Canada," request the co-operation of all Retail Merchants in assisting them to secure positions, which will not only be suitable for them, but also be as remunerative for them as possible, and that we urge all Retail Merchants the necessity of giving them the preference, so as to show our appreciation for the sacrifices they have made for their King and Country.

And be it resolved further that a Committee be appointed in every Branch of our Association throughout Canada to co-operate with the National Service Board and the Dominion Board of our Association in order to secure statistics and other information, relating to the qualifications of those seeking employment.

Mr. Watters urged that the Association join with the Soldiers Aid Commission in furthering this idea, this was added as an amendment to the original resolution. The amendment was called unanimously.

FREIGHT AND CARTAGE CHARGES

THAT in view of the fact that freight and cartage charges are being paid by some Retail Merchants, and not by others, that we deem it advisable that all our members be notified that those who do not wish to pay freight and cartage charges, that they specify this when purchasing their goods, as we find that a very large number of our members make the condition when buying, that the goods must be delivered to them



F. C. HIGGINS,
Re-elected Treasurer.

free of freight or cartage charges, and they are buying and receiving their goods on these terms.

And we believe further that before any charges are made by the Railways in Freight Rates that they should notify the Secretary of the Dominion Board of our Association at Ottawa, of their intention and give us opportunity of meeting with them to consider the question before any definite action is taken. The present system of raising the rates without giving any justification for doing so, raises a doubt in the minds of the merchants, as to whether the increase is justifiable or not, and when doubt and uncertainty exists, there is always dissatisfaction. On the other hand, if the reasons for an increase were explained to the merchants, and they found them to be fair, all doubt and uncertainty would be removed.

This Convention therefore recommends that the above resolution be adopted, and forwarded to the Ontario Provincial Board to take action thereon.

Mr. Miller, in presenting this resolution, urged the injustice of merchants paying freight charges at both ends. The recommendation was then passed without comment.

FALSE ADVERTISING

THAT we desire to place ourselves on record, as being strongly in favor of the Legislation secured by the Dominion Board of "The Retail Merchants' Association of Canada," to prohibit the false advertising of goods, and that members of this section be requested to forward to the Secretary of the Ontario Provincial Board of this Association, all advertisements, or catalogues, in which they find goods falsely misrepresented, and that they be requested to take action thereon.—Carried.

TO AMEND CRIMINAL CODE

An amendment to the Criminal Code was recommended, making the owner of a business responsible for any false statement made in any advertising. This was carried.

TRADING STAMP AND COUPON SCHEMES

THAT this Convention desire to place ourselves on record as strongly favoring the legislation which was secured by the Dominion Board of "The Retail Merchants' Association of Canada" to prohibit the giving of Trading Stamps, and coupons which are issued in an illegal manner, and we ask every member to forward to the Secretary of the Ontario Provincial Board of the Association, any advertisements, or coupons that are issued with the intention of violating the Trading Stamp Act.

This resolution was adopted.

PRESENT SYSTEM OF DISTRIBUTION OF CATALOGUES THROUGH THE MAILS

THAT WHEREAS we have learned that it is the custom of the Postal authorities to allow catalogues to be sent by freight to the various Postmasters of Canada, who distribute the same in their zones, at a much lower rate than the catalogue houses would have to pay, providing they were mailed from their head office, and that we herein assembled place ourselves on record as being in favor of the action taken by the Dominion Board, whereby they ask that all catalogues be treated in the same manner as ordinary mail.

Mr. McCully stated that two tons of mail order catalogues had been sent to Stratford and distributed there.

Mr. Watters stated that he was strongly in favor of this motion. It was an action, he said, to defraud the Government.

Mr. Miller stated that the Government were quite cognizant of this action. The resolution was adopted.

SOME SPIRITED DISCUSSION ON QUESTION OF MUNICIPALITIES GOING INTO RETAIL TRADE

THAT WHEREAS considerable agitation has been created throughout the Province of Ontario, by theoretical Socialists, and others, who are not familiar with the problem of Retail distribution to have the municipalities enter into the retail sale of various articles, and we believe that this course would not only be injurious to the Cities and Towns in which it was adopted, but also unfair to those retailers who have invested their capital and their time in the various businesses that this proposal would affect, and we therefore desire to place ourselves on record as being opposed to any such proposal, and we ask the Executive Officers of the Ontario Provincial Board of our Association to take whatever action is necessary to oppose the same.

Mr. Watters objected to the word "socialist." He thought it was a slur on a great cause and urged that the word

"faddist" be used in place of the word "socialist."

Mr. McCully objected to the resolution as a whole, claiming it was unnecessary.

Mr. Watters contended that there should be a discrimination between individuals, and a municipality, the latter of which may be swayed by popular prejudice. It was, he thought, a ground for fear, just as every force is to be feared that has more powers than the established systems.

Mr. McCully urged that there was no need to fear competition, and that the condition necessary before such activities could be undertaken were sufficient protection.

Mr. Ziemann charged that these municipal officials were easily influenced, and that therein lay the danger. Moreover, he urged the great danger was that they do not meet business conditions as they exist. The resolution was adopted.

A RESOLUTION TO SUPPORT THE GOVERNMENT IN USING EVERY EFFORT IN THE FURTHERANCE OF THE WAR

F. C. Higgins strongly championed the resolution. The resolution was carried.

A resolution to ask the Government to have the Commissioner investigating the paper situation also to examine the costs of wrapping paper.

F. C. Higgins thought that this was a matter that could best be handled by such an organization as the Inland Trade Commission, that the Association was advocating, but pending the appointment of such a Commission, he favored the resolution. The resolution was passed.

DISCUSSION OF LAWYER AS A FOOD CONTROLLER

Appointment of Hon. Mr. Hanna Calls for Much Criticism. Merchants Object to Appointment of Lawyer to this Post

D. W. Clark presented a resolution expressing the disapproval of the appointment by the Dominion Government of the Hon. W. J. Hanna, the legal representative of the Standard Oil Company as Food Controller, and deprecated the fact that lawyers were always named for these positions.

Mr. McCully thought the Government had made a good choice—and if Mr. Hanna was forth $25,000 to the Standard Oil Company he would be worth a good deal to the country.

Mr. Watters claimed that it was not much of a compliment to the business interests of the community that a lawyer was appointed as food controller.

Mr. Dowson thought that there were plenty of merchants capable of holding the position, but he urged that the Association was late in its protestations.

Neil Carmichael held that now was not the time to quarrel with the appointment but rather to make the best of the conditions, and to concentrate energies on what was most wanted and support the man who had been appointed to the work.

There was such a difference of opinion in the matter that Mr. Clark withdrew the resolution with the comment. "Its right all the same."

The Trade Press Thanked

A Resolution of thanks to the Press who have always so well and ably upheld the interest of the trade. The resolution was unanimously carried.

Members Attending Convention

Among those present at the Convention were the following members: A. J. Ruggles, Floradan; A. B. Snyder, Glenallan; Henry Watters, Ottawa; A. V. Loney, Worthington; Geo. S. Klein. Hamilton; C. Georges, Owen Sound; W. E. Sproule, White River; Chas. Kurtzman, Hamilton; B. W. Ziemann, Preston; J. H. Edwards, Carleton Place; T. A. Fisher, Lindsay; W. W. Staples, Lindsay; W. J. Carlisle, Lindsay; W. J. Duncliffe, Waubaushine; C. A. Powell, Ottawa; F. C. Higgins, Toronto; F. H. Mickus, Preston; T. A. Kingsmill. London; D. W. Clark, Toronto; W. C. Miller, Toronto; Chas. G. Bird, Hamilton; Thomas Bartram, Toronto; C. B. Dunke, Kitchener; T. H. Corbeau, Penetang; J. W. McCully, Stratford; Neil Carmichael, Toronto; R. Dowson, Toronto.

OFFICERS OF THE ONTARIO EXECUTIVE FOR THE COMING YEAR

President—B. W. Ziemann, Pres-

1st Vice-Pres.—D. W. Clark, Toonto.

2nd Vice-Pres.—Henry Watters, Ottawa.

Treasurer—F. C. Higgins, Toronto.

Secretary—W. C. Miller, Toronto.

Representatives to the Dominion Board—The Executive Officers.

Representatives to National Exhibition Board—Thomas Bartram, Toronto; D. W. Clark, Toronto.

H. C. SCHRADER SELLS OUT LARGE FLORIDA INTERESTS

This Familiar Pack Will Soon Appear Under New Name

H. C. Schrader, who has long been known as a successful operator in Florida fruits and vegetables, has definitely severed his connection with the firm which bears his name. Mr. Schrader will devote himself entirely to the management of the Associated Fruit Company, of Chicago, of which he is sole owner. The Florida business is now the property of the Fanning-Charters Fruit Distributing Co., and Jos. A. T. Trombetta. As Mr. Schrader did not sell the rights to use the original name, the company will appear under a new name in the near future.

TOBACCO REQUISITIONED IN BRITAIN

Owing to the shortage of shipping and the consequent necessity of economizing, all available supplies of tobacco will be requisitioned by the British Board of Trade, which will assume immediate control of all such stocks including manufactured tobacco, cigars, cigarettes, and snuff. The board will fix prices and regulate dealings with the aim of limiting deliveries and sales to the scale of 1916. It is not proposed to impose any restrictions on the supply of tobacco to forces from overseas.

NEW COLD STORAGE PLANT

A concrete cold storage plant for fish, three stories, 200 by 90 feet, is being erected by the Reid-Newfoundland Company at St. John's, Nfld. The building will have a capacity of 10,000 pounds of fish. It is the object of the company to make the plant a central storage for the entire island. Fish will be shipped in refrigeration steamers to all parts of the world. Another plant will probably be located in Labrador. It is contended that by the process to be used fish can be kept two years in perfect condition.

SWEET POTATO SUPPLY REDUCED BY WASTE

One-fifth of the sweet potato crop of the Southern States—10,000,000 bushels of the average crop of 50,000,000—is lost annually by decay. Careless handling at harvest time and improper storage cause almost the entire loss. To save these 10,000,000 bushels to the food supply this year, and also take care of the probable increase in production, is the object of efforts of specialists of the United States Department of Agriculture, to induce growers in the South to prepare well-ordered storage houses as soon as possible for the coming harvest.

FOOD PRICES IN CANADA HIGHER BY 38 PER CENT.

Official statistics of retail prices of food given by the London, England, *Board of Trade Labor Gazette*, show an increase up to March 31 of 94 per cent. as compared with July, 1914. Food prices in other countries show increases as follows: Austria, 171.7 per cent.; Italy, 70 per cent.; United States, over 24 per cent.; Canada, 38.5 per cent.; Australia, 25.3 per cent., and New Zealand, 25.2 per cent.

HIS BEST ASSET

I would not be without the CANADIAN GROCER for many times its cost. By following the market reports, I have saved a good many times more than it cost me. It is really the best asset that I have.

ED. A. KELLAWAY.



SPEEDING UP THE STORE

By FORREST CRISSEY

Reprinted from "Every Week."

IN the first year of their fight to get a toe-hold in the mercantile life of the Illinois town where their country store is located, the "Patrick Boys" did a total business of only a little more than a thousand dollars a month. Their trade for the year just passed touched the eighty thousand point—and that in a town of only two thousand inhabitants.

There is nothing unusual about the town or the country surrounding it; nothing particularly advantageous about the location of the store. Most young men, finding themselves with a store on their hands in such a little town, would have considered the case impossible. But the Patrick Boys believed that the proper kind of enthusiasm put into any proposition, anywhere, would produce success. They started first with the clerks in the store.

Regular meetings of the force were instituted right away; and at one of the first of them the senior partner said: "Now, boys, I want each one of you to go through the stock and make a list of any articles that seem to you to be moving too slow."

Before he had gone through half of the lists that resulted, and heard the comments of the clerks upon them, young Patrick realized that he had "started something." While some of the suggestions offered as to the movement of slow goods did not wholly meet his own judgment, he decided that it was better worth while to let a clerk make a mistake than to take a chance of chilling his initiative. So he said to his helpers:

"I'm going to give each of you a good, square chance to back up his judgment and put his plan over, just as if he owned the whole store. Each of you has his own customers and his own circle of friends. Beginning two weeks from to-day, we are going to have a series of week-end special sales; and the first will be Jim's sale, and will be so advertised. He is to select the articles to be used as leaders, and fix the prices at which they will be sold. He will write the advertising, and will personally arrange the window and counter displays.

"But there is one thing that we must clearly understand at the start: this is no narrow-gage contest between clerks for a personal popularity medal. Naturally, every one of you will hustle to get out all his friends when his own week is on; but the co-operation that each of you gives to the other fellow when the other fellow is having his week is going to count for just as much and perhaps a little more, in the eyes of my brother and myself, as will a big record for his own week. Now, go to it on that understanding!"



Special Sales Conducted by Clerks

Jim picked as his leader about the most hopeless article that he could find in the store. The season for putting up home-made preserves had been under way long enough, at that time, to demonstrate very clearly that, owing to the increased price of sugar, the housewives of the community were holding off in the matter of putting up fruit. A month before, based on the expectations of a normal demand, the store had bought a quantity of the best quality of can rubbers, and there was every indication that about two thirds of them would still be in stock when the home canning season was closed.

Owing to the unusual quantity involved in the purchase, these can rubbers had been bought very closely. Jim decided that a cut in price which would simply absorb the extra margin secured by good buying would prove a sufficient attraction to make the goods move. Of course, there were other leaders for Jim's week; but he put the emphasis on can rubbers.

The sale opened Thursday, because the local newspaper appeared that day. Jim worked nearly all Wednesday night arranging his display. In the preceding issue of the paper he had had one preliminary advertisement, and he had passed the word along to all his personal friends that he was anxious to make his week the success of the store.

The procession of customers that crowded the store from Thursday noon until Saturday night demonstrated two things very conclusively: first, that Jim was a popular young man in the community; second, that the success of his sale was altogether too big to be accounted for on the score of personal popularity alone, and that most of it must be accredited to the soundness of his judgment in selecting his leaders and fixing their prices, and to the effectiveness of the merchandising methods that he brought into play.

When the door of the store was closed late that Saturday night, they had sold eighty gross of can rubbers. The sale had brought a number of new customers into the store, and the volume of business done was of almost record-breaking proportions. Jim didn't forget to thank the other clerks for the loyalty with which they had co-operated. Tom had the next turn, and Jim worked just as hard to make Tom's week a success as he had to score hard when his own name was heading the advertising.

In the course of this experiment,

which spread over about six or seven weeks, some of the clerks discovered that their judgment on certain articles and the prices at which they could be moved was decidedly faulty. On the whole, however, the plan of giving each clerk a week in which to show how far and fast he could go in the role of running the store was a decided success. Not only did it speed up sales, but it distinctly increased the team-work spirit of the force.

Making Use of the Show Windows

John Haakenson owns a country store in Wisconsin. It isn't a big store, but the percentage of its profit in proportion to the amount of business it does would make many a bigger merchant show envy. John got his training in one of the old-fashioned country stores, where the merchant knew very little about his costs, gave altogether too much credit, and complained that "a man couldn't get more than a decent living out of a country store." The day came when the local bank had to take over a store across the street. John went to the banker and arranged to buy the store in at a low price.

There then began such a show of speed as that section had never witnessed in a country store. The show windows, which had before been used to house bunches of speckled fruit and wilted vegetables, were painted, and dressed each week with something very seasonable and very appetizing—one week an attractive display of tea, with a card telling something about the history of tea; later, a display of dried fruits, with pictures of the sections where the fruits grew; and, again, a display of macaroni cooked in tempting forms, with signs to point out the nutritive value of macaroni and its usefulness in fighting the rise in the cost of living.

With the problem of the show wisdows solved, John turned his attention to the clerks. People who complain at the woebegone and generally ambitionless demeanor of country grocery clerks should take into account the fact that the average rate of pay for clerks is about twelve dollars a week. John knew that ambitious, live clerks can increase sales; and he couldn't possibly figure out how a man with a family to support can be either very live or very ambitious on twelve dollars a week. He began raising salaries among his clerks, rewarding good work before the worker thought to ask for it, pushing the payroll up, until to-day there is not a clerk in the store that does not get at least twenty dollars a week.

It was ruinous, said John's competitors. No country store could stand it. But they didn't understand: they didn't realize that John was running on high speed, while they were plowing along on low. Many things are possible on high speed that can't be done on low. John knew his costs to the last fraction: he was using his windows, using the enthusiasm of his men, and especially using the brains of every man who came to sell him goods.

"Basket Sample Day"

No drummer ever escaped from that store without yelding John an idea as to how his sales might be increased. One day a drummer suggested a "basket sample day."

The general plan was to advertise a special "cash and carry" day on which a market basket of manufacturers' samples would be given free to every customer who bought a dollar's worth of goods, to be paid for in cash and carried away by the purchaser. Other country merchants had tried the plan, simply filling the baskets with everything the manufacturers were willing to give away. John went at it differently. He planned every item to go into the basket, and carefully considered its future trade-building possibilities. His aim was to have nothing in that basket that would not be a business-getter.

Then, of course, he made his selection of samples with an eye to giving as great a variety as possible. From the house of the salesman who gave him the suggestion he received four hundred quarter-pound packages of a high-quality tea. A big milling concern contributed an equal number of five-pound bags of flour, while a syrup concern sent three hundred small cans of its product.

Almost every manufacturer of grocery package goods was represented in that basket. In order to emphasize its appeal to the housewife, John secured four hundred neat aprons with pockets —and certain makers of woodenware contributed clothespins with which to stuff those pockets, ready for wash day. The exact retail value of the contents of that basket was $1.10.

The "cash and carry" day was one of the biggest that this store ever had, and the four hundred baskets were swept away long before closing time.

"And did those baskets build trade?" exclaimed the drummer who suggested the plan. "Did they! Well, say, I can't speak for any of the other things that went into the basket, but I do know definitely about what the plan did to trade in the brand of tea of which we gave him four hundred samples. It simply multiplied it by five; and John has not only been able to hold this remarkable gain, but to increase it gradually ever since. Many other goods in that sample basket had much the same history.

"No merchant, however, should jump to the conclusion that a basket of any old samples shot over the counter and then forgotten will do the same work. For a month or more after the basket day you might hear a clerk in that store asking a customer: 'How did the coffee in that sample can suit your taste? Most of our trade have liked it immensely, and we are selling more than three times the quantity of it now that we did before the baskets went out.'

"Nothing that was represented in the basket was permitted to be forgotten. That was the secret of the success of the whole thing. Basket day brought John so many new customers that he will probably repeat it, with an entirely different line of samples."

It is not difficult to find instances that point to the percentage system as one of the most effective devices that can be used in throwing the sales of a force of clerks into third speed. According to one traveling salesman for a big wholesale grocery, there is no other single thing that can compete with this for producing cash-register results and in getting their dependable repetition week after week. This man says:

Selling on a Percentage Basis

"The best country merchant that I ever encountered—he is not now in business—operated on a percentage basis. He had a cash-register drawer for each clerk, and the salesmen were paid a straight six per cent. on everything they sold. They were the livest, cleanest, brightest little bunch of grocery clerks I ever saw in one country store in my life.

"While each clerk had his own department or particular section of the store for which he was held responsible, you can bet that, with a commission of six per cent. in sight, no clerk stayed out inside his own little allotment of floor space. The service that customers of that store received was great. Of course, those clerks got more money than those working for any other store in my territory,—probably about sixty or seventy per cent. more,—but they certainly earned it.

"How can you expect any young man with the makings of any sort of a salesman in him to acquire a real spontaneous interest in the things that he is expected to sell, when he can see only twelve dollars a week as the top reward of his services? A retail grocer may not like to be told this, but the fact remains that right here is the real reason why the possibilities of retail grocery salesmanship have come so far from realization. On the average, foods are sold with less intelligence than any other form of merchandise. By this I mean that they pass from the hand of the retailer to that of the consumer on a more meager basis of information than any other kind of goods.

"Time and again I have said to storekeepers: "If you and your salesman knew what is to be said about the teas that I sell you, and would pass that information on to the customers coming into your store, your sales would double inside of one month, and would keep that advance, too." The same thing applies to almost every other form of foods. Take stuffed olives as an example. Give me a chance at ten housewives who are not in the habit of buying olives, for example, and I'll undertake to sell seven of them simply and wholly by telling them interesting story of how olives are grown and handled.

Tickling the Customer's Palate

"There is hardly an article of food in your entire stock that hasn't an interesting story behind it, and if that story is told to the average customer it is

(Continued on page 36)

Why M.O. Houses Flourish

Retail Merchants Have Not Developed as Rapidly as the Farmers—Retailers Now Have to Justify Their Existence —Wholesaler Performs an Important Function.

"A DECADE ago in the United States, stated E. B. Moon, principal speaker at the Manitoba R. M. A. Convention, it was easy for a man to go into business. He got a line of credit and a little capital and opened a store. The people's wants were few and the merchants were reasonably successful. The result was, he made money. However, that era did not last long; competition became keen, and the farmers made more money. Their wants increased and multiplied, but the majority of the merchants merchandized as before, resulting in division and dissatisfaction of the greater part of agricultural United States with the retailer.

"About that time there came a new factor—the mail order element. That multiplied the problem and made still more dissatisfaction with the methods of distribution. Their problem now as retailers was to justify their existence as retailers, to show that they performed a service, and that the country could not do without them. In the United States some of the retailers made themselves believe that the wholesaler was the sand in the gear, but they found that the wholesaler performed a function and rendered a service, and that when he was eliminated it was necessary to pay for him just the same.

"What was wanted was better merchants, more efficient wholesalers, co-operation and brotherhood all the way. They had got to have an efficient store which was thoroughly organized. Many of them had learned that from the mail order houses. For many years the average retail store had not realized the cost of doing business, and had no system of conducting intelligent sales effort.

"Organize your stores," said Mr. Moon. "I believe I am right in saying that it is not a system of accounting that you need so much as a system of retailing, which is a little bigger. You can have a good bookkeeper and yet be inefficient. However, you first want a good system of accounting so that you will know your costs, know when business is falling off, and why. You will know what lines are falling off and why, and where to direct your next effort to bring business up.



J. W. KELLY,
Elected President of the Manitoba Retail Merchants' Association.

"Retail merchants fail because they do not know how and where to take their profits. The pathway of retailing is strewn with wrecks because of that. In addition to the inventory you must have a gross profit sheet. The tendency for merchants is to cut prices here and there, and there and here, regardless of knowledge of where they will come out on profit. Perhaps the idea of price selling is to blame much for that. I have no regard for price cutting. There is another way to sell goods. I have little respect for the merchant who does not realize the danger of cutting prices haphazard without knowing where he is going. I think grocers are much to blame for this evil, because they have made it too easy for inexperienced men to get into business. But it is going to be so hard to run a store that only efficient retailers will be able to run one.

Want Efficient Clerks

"We will suppose you have got a good accounting system and you are selling the right merchandize; what else do you require? You want efficient sales help, efficient clerks. You city merchants have probably developed plans whereby you train your help in salesmanship, in the knowledge of goods, so that they can render service to your customers, but you country merchants have probably not got there, and it is as important to have efficient clerks as to be organized and to have a good system of accounting. In many respects the efficient help is more important. For the clerk stands for the proprietor, and the mistakes he makes can never be successfully met by the proprietor, for he does not hear about them. Thus there is no way of overcoming this difficulty but to train him in an intelligent way.

"In the olden days the traveling man was an instructor. He came with his trunks, stayed three or four days and told you all about every piece of merchandize he had. The old-time merchant actually knew merchandize, but competition became keen, and the traveling man comes in to-day and says, 'Mr. Moon, do you want anything to-day? I want to get out by the five train.' He does not



Part of group photo of merchants in attendance at Manitoba Retail Merchants' Association Third Annual Convention held at Winnipeg, May 12-13-14.

want to spread out his goods; he is saving time and making you inefficient, and is losing money for his house. The traveling man should spend some time with his customers.

"There are a lot of country merchants who, when a traveler calls, say they have not time to look at his line. Those merchants are losing opportunities, and they need to revise their methods. They cannot afford to neglect to look at the travelers' goods whether they need them or not. They owe it to the community whom they are trying to serve to look at those goods. The traveler performs a valuable service, but for the past thirty years dealers have not been making the most of their opportunities in this direction.

"And some of the traveling men do not know their merchandize. They should not be sent out on the road until they do know it. We need to get back to the methods of a quarter of a century ago. Let us have the old-time traveling man back, and as far as merchandizing is concerned, let us get back to the old-time merchants.

"When you know your merchandize and you have told your clerks about it, do not forget that the important thing is courtesy in showing and answering questions about it. It ought not to be necessary to say this. The big chain stores lay more stress on courtesy than on any other item. In the United States we have a chain system of 225 stores. They started with a capital of $10,000, and now have a capital of $200.000,000. This firm has a book of instructions of twenty-two pages, and fourteen of these pages are devoted to courtesy in all its bearings.

"Why do I talk so much about clerks? In the United States much of the dissatisfaction with retailers is from people on the farms. Out of one thousand farmers' wives to whom I wrote, six hundred and thirty-two replied that one of the reasons they sent their orders to the mail order houses was because clerks in stores were inefficient and discourteous. Get those figures—632 out of 1,000. They were dissatisfied with the spirit of the store, and when your country is settled as thickly as Illinois and Indiana, I hope you will not have this problem to deal with. If you train your clerks you will not have this trouble as we have had it, nor have the mail order problem as we have it to-day.

"When you have got your clerks efficient and rendering a service, what else? Years ago people used to go into a store and ask for things; farmers are getting away from that now. City people have not been asking for things for years. You have got to learn to tell your customers what you have got, you have got to advertise it; that is the modern way of selling goods—reducing overhead. Advertising, how? Not merely by newspaper, not merely putting a picture in the paper and your name at the bottom, or publishing a picture of a piece of merchandize; advertise by telling people of the goods in your store, by describing them, and telling them all about them, by putting sales talk in your copy, and making them want your goods by giving ninety-nine per cent. of your efforts to description and one per cent. to price, display and arrangement."

Retailers Should Improve Advertising

Speaker at Manitoba Convention Tells Retailers How to Meet Outside Competition—Should Follow Mail Order Houses in Advertising.

E. B. MOON, speaking before the Manitoba Retail Merchants in convention last week, declared that rural merchants of Western Canada would some day have to look at the competition from a different angle than at the present time. "Whenever you get to the end of trolley lines you will have another class of competition," he said, "but the business that the city merchant gets away from you should not worry you. With their success you will grow proportionately. The rural merchants should be big enough and broad enough to know that large city dealers can handle certain articles at a profit which the smaller towns could not. In the United States the rural merchants made this mistake. The result was that the farmer and small town purchaser went to the mail order house.

"Do not be afraid to boost for the Winnipeg merchant," Mr. Moon declared. "In this problem of competition there should be dove-tailing of interests that will let both the small town and the big town merchant develop."

In speaking of mail order competition, Mr. Moon said there were two ways to fight this evil; the first by a strong organization, and the second by informative and intelligent advertising. "Every merchant should be conscripted to belong to organizations of this character. The most efficient merchants in the United States are the ones who have belonged to associations the longest.

"On the point of advertising, I would say that the proper kind of publicity is the publicity that is bound to bring results and build up a business. Publicity advertising, in my opinion, is too old-fashioned. What the people want is informative advertising—the kind that will hit the nail on the head and answer all the questions desired by customers."

Copying M. O. Catalogues

Mr. Moon gave several examples of how they could profit by copying descriptions given in the mail order catalogue He took the case of mackerel, and read the description which was of the most enticing character. He kept his audience in laughter by his comments on this copy. He drew attention to the fact that



Some more of the delegates to the Manitoba R. M. A. Convention held in Winnipeg. A report of the Convention appeared in last week's issue.

the mackerel were all selected. He said you could almost imagine Sears-Roebuck standing on the shores of the Atlantic Ocean and picking these mackerel out specially for their mail order customers. Then he read to them the formula for brine which they use for preserving the flavor, and described their sanitary arrangements for packing them under Government regulations.

Proceeding, Mr. Moon said that in his store they copied this description, and their sales jumped to six and a half times what they were before they used that copy in their local newspapers. He drew the attention of his hearers to the fact that in the United States the mail order house sold goods in the sizes required by the farmers. When the farmers were pioneers their wants were few. Now that the farmer was prosperous many of the dealers continued to use their old methods of merchandizing. The dealers must first learn to sell his goods in right quantities and consequently to use the right kind of descriptive matter in his newspaper copy, telling the farmer all he wants to know about the goods. "If," said Mr. Moon, "you have a mail order house to compete with, get their catalogue and see that the description you give of your goods are not less attractive than theirs. Watch them change their methods and change yours to conform with them. Remember that they do things systematically. If they do not get the farmer to-day they will get him to-morrow, or the day after. The dealer, to compete with him, must have well laid down schemes for every week in the year, advertising goods that are in season. If you cannot write as good copy as the mail order house, then copy theirs."

Looking at this matter from a new angle, Mr. Moon told them that he picked out a list of farmers in the United States who were buying from the mail order houses. He asked a number of them why they did this. One of the replies he received was from a very intelligent farmer, a graduate of an agricultural school, who was a thinking man. This farmer in his letter stated that one of the main reasons why they boupght from the catalogue was because of the "lure of the unknown." The farmer and his family, after the chores and supper, sat down to look at the catalogue. Each saw something that he or she wanted. They were attracted by novelties. Eventually, the list was made up and the goods sent for. Then pleasurable anticipation reigned supreme until the goods arrived. Who, asked this man, does not like to open boxes when they arrive from the mail order house? The goods bought were mostly what the women wanted. His wife sometimes thought she had no clothes to wear and the trusty catalogue was her salvation."

Addressing the dealers, Mr. Moon told them how important it was to be considerate to people from the country.

Manitoba Men Consider Resolutions

Consensus of Opinion Sought on Cartage Question—Labeling Food Products—Co-operative Delivery—Small Debts Court Endorsed—Freight Tariff Changes Opposed.

During the course of the convention a number of very important resolutions were brought up for consideration. Among them the questions of most general interest were probably those noted herewith.

CARTAGE QUESTION AGAIN

The question of cartage was introduced and was threshed out thoroughly. Half the meeting seem disposed to refuse to pay cartage believing that if



FLETCHER SPARLING,

General Manager, Hudson Bay Co.'s Winnipeg store, elected 2nd Vice-President Retail Merchants' Association, Manitoba Branch.

they took a strong stand that wholesalers would absorb this charge. The president, Mr. Rannard, was one of the leaders of this line of thought. The other half of the meeting was inclined to think that it was impossible for the average country dealer to adopt the attitude of passive resistance, and it was pointed out by Mr. Hutchinson, of Saskatoon, that many retailers were compelled to conform to the customs of the wholesalers who were carrying them. It seemed to be the general opinion, however, that it would be much better if the two provinces united in a joint conference of retailers and wholesalers, and decided whether this cartage charge was equitable or not. If it was not, and the wholesalers refused to drop it, then the retailers could decide on drastic action.

The resolution read was to the effect that the consensus of opinion of merchants throughout the provinces be secured on this cartage charge. The resolution was moved by R. J. Campbell, of Campbell and Campbell, Brandon. Mr. Campbell in moving this resolution, stated that he had discussed it with a number of manufacturers. Some of them refunded the cartage, while others claimed that if they did not charge it direct, it would be charged some other way. Personally he thought there was something wrong when the dealer several miles from the centre of Winnipeg could have his goods delivered free of charge when a dealer in the country had to pay.

As it seemed to be the feeling of the meeting that some attempt should be made to take a decisive stand, it was decided that during September or October that the merchants unite in refusing to pay cartage. Mr. Campbell, mover of the resolution, said he would amend the resolution so as to deal with this matter in an effective way. The resolution was then passed.

PROPER LABELING OF FOOD PRODUCTS

J. C. Macdonald, member of the firm of Macdonald-Chapman, Ltd., wholesale grocers, Winnipeg, brought up the question of having a law passed making it compulsory to have the correct weight of contents put on canned goods labels. He stated that it had been customary in Canada to refer to canned goods as 2's and 3's, and so forth. This year it had been necessary to bring canned goods in from the States and the law there stated that it was necessary to put the net weight of the goods on the label. As this appeared as 1 lb., 12 ounces, they had had much trouble from retailers who thought they were getting short weight. Thus, it would be in the interests of all if there was a law in Canada making it compulsory for canners to do the same here.

It was moved by H. L. Montgomery, of Deloraine, that the Dominion Government be requested to amend the Pure Food Act, so as to make it necessary that all package and bottled goods should have the net weight in legible manner on the package as well as date at which the goods were packed, and that misbranding be made a criminal offence.

ALLOWING FOR SHRINKAGE OF CHEESE

Another resolution of great interest to the retail trade was moved by H. L. Montgomery, of Deloraine. It was to the effect that retailers should receive full weight from suppliers on the same principle as they were compelled to sell. We mention the case of a retailer who had bought some cheese which was 8½ lbs. short in weight. At 25c per lb. that

amounted to $2, and he believed there would be more complaints of this kind if merchants exercised more care on receipt of their goods. They were too willing to take for granted that the amount in the cheese was correct. In this case there was considerable correspondence, and eventually the wholesaler asked if the retailer did not know that cheese was sold at the weight at which it left the factory. The retailer did not get a rebate. This was serious, as cheese was quoted in the public press at a certain figure, and if the cheese arrived short weight it made it difficult to get that price for it.

If it was necessary, said Mr. Montgomery for the wholesaler to make up the shinkage he should do so on his price. The law should compel him to give the retailer all he had paid for.

CO-OPERATIVE DELIVERIES

There was a resolution to the effect that co-operative deliveries between general stores should be popularized



John McDonald, of McDonald & Foreman, Brandon, Man., who won the computing scale offered to the member securing the largest number of new members for the Association during the year.

throughout towns in Manitoba. Mr. A. G. Box, of Souris, moved this resolution and explained that co-operative delivery system had been started in Souris in May this year, they had divided the town in sections and have had route cards printed. Each merchant had a place at the back of his store where the delivery man found the parcels, and there were no questions asked, the delivery man simply got the parcels and delivered them. This was reducing the cost of delivery as well as cost to the consumer. This matter seemed to interest everybody, the opinion was expressed that something should be printed about this question.

A resolution on the small debts court act was endorsed. The mover said that this Act had been very beneficial to the retail trade, but they wanted broader powers for the magistrate to administer the Act. The resolution was to the effect that the executive endeavor to secure amendment to this Act to make it more effective.

A resolution expressing disapproval of the new clauses in the freight tariff which was moved by Mr. R. J. Campbell, Brandon, who said they should fight it tooth and nail. He said it only made a difference of 10 or 15 per cent., but there were some items that went as high as 100 per cent. At a time when they were running their business to prosecute the war as effectively as possible, it was difficult for dealers to sustain further penalties of this kind. Mr. Rannard, our president, told the convention that their office had already arranged to look after their interests, and engaged Mr. Pitblado, of Winnipeg, to be on hand when this matter was brought up on June 22.

POTATO SURPLUS THIS YEAR

Increased Yield Largely Through Backyard Planting Will Release Other Things for Overseas

The Department of Agriculture has announced that the potato crop in Ontario this year will be larger than in an average year, and considerably larger than that of last year, if weather is favorable. Some time ago fears were expressed lest high prices of seed consequent upon the disastrous weather and short crop of last year might result in a decreased acreage, but careful inquiries made in the potato-growing communities reveal that this is not the case.

Reports from the Maritime Provinces indicate increased plantings of potatoes running from 10 per cent. to 25 per cent.

Inasmuch as the average yield in Canada is more than sufficient for local needs, there should be a surplus this year under favorable conditions, and this should prove very useful in augmenting the home supply and freeing more exportable commodities for shipment overseas to Britain and her Allies. In this connection it is also gratifying to note that an increased harvest of beans of approximately 100 per cent. is expected in Ontario this year, and it is well known that beans constitute an admirable foodstuff for overseas shipment.

The Department rendered very valuable service in the distribution of seed potatoes by distributing upwards of forty carloads and placing prospective purchasers in touch with sources of supply where they could purchase their supplies at wholesale prices.

MILLIONS OF EGGS LOST BY WETTING

According to specialists it is estimated that approximately 5,016,000 dozen eggs spoil needlessly every year in cold storage owing to the fact that clean eggs have got wet or dirty eggs have been washed before sending them to market. Investigation of large quantities of stored eggs show that from 17 to 22 per cent. of washed eggs become worthless in storage, whereas only 4 to 8 per cent. of dirty eggs stored unwashed spoil. The explanation is that water removes from the shell a gelatinous covering which keeps air and germs out of the inside of the egg. When this covering is removed by washing or rain germs and molds find ready access to the contents and spoil the eggs.

This is an enormous loss in storage eggs, but it can be prevented if producers and egg handlers refrain from washing eggs destined for the storage markets and take trouble to reduce the number of dirty eggs by providing plenty of clean sheltered nests for the hens. This matter should receive particular attention during the months of March, April and May. Millions of eggs spoil in storage because they have been exposed to dew, dirt and sun in stolen nests in the grass or fence corners.

SHOULD INSPECT GELATINE MANUFACTURE

A bulletin by the chief analyst on the subject of edible gelatine urges that rigid inspection of all gelatine factories should be undertaken by Government. This is desirable, owing to the fact that there is a greatly varying range of material available for the manufacture of glue, and in various stages of decomposition such as dead animals of all kinds, and it must be recognized that in order to give the consumer a guaranteed gelatine in which selected and unobjectionable materials have been used that efficient inspection is required. In Canada this is done, but the Department states that nowhere in Canada is gelatine manufactured beyond the actual requirements of the manufacturer in his own business. For this reason practically all the gelatine used in jelly powder manufacture, in ice cream, etc., is of foreign manufacture, and it was with regard to these outside manufacturing plants that the suggested inspection should take place.

TOBACCO REPLACES LIQUOR IN REVENUE DEPARTMENT

The Inland Revenue Department reports that tobacco has taken the place of liquor as the great inland revenue producer. During April the excise on tobacco and cigars amounted to about one million dollars, while that on spirits was about three-quarters of a million. The total inland revenue for the month was $2,043,533, or just a little less than during the same month one year ago.

RECORD PRUNE CROP

Present indications point to a record crop of prunes in California the coming season, yet contract prices have been drawn at 7c per pound and even better for the orchard run. The high price no doubt is based on the certainty that stocks of old in all positions will be entirely cleaned up before the new season opens. With the market cleared of supplies and over 350,000 retail dealers to be supplied, not to say anything regarding foreign demand, it looks as if requirements will be the largest on record, if high prices do not cut into the consumption, which may be affected also if the apple crop is large.

A Miner Who Moved a Mountain

How a Technical Specialist With Great Executive Ability Created the Greatest Copper Mine in the World

CONTROLLING the operation of a group of mines with a pay roll of $1,500,000 a month—that is the executive task of Colonel D. C. Jackling. And these companies have grown from nothing in the short space of ten years. However, the mines themselves are not so interesting as the history of them. There is a story behind that $1.500 000 pay roll which reads like the tales of the Arabian Nights, with the exception that the magic and mystery are dispelled by a study of the man and the methods which created it. Here is the story as told in System, the Magazine of Business:—

"Ten years ago a number of mines in the Oquirrh Mountains in Utah, which had been operated for a quarter of a century, were abandoned. Gold, silver and lead were no longer to be had in paying quantities, and although it was well known that the mines contained copper ore in enormous quantities, the grade was so low that it would not repay the cost of mining alone—to say nothing of the cost of teaming it out from the terrific maze of mountains and canons.

A mining engineer, Colonel D. C. Jackling, who had been a salaried man at one of the mines, had studied that low-grade ore. Only two parts in a hundred were worth anything. They laughed at Jackling for wasting a moment's time on dirt that contained less than six or seven parts ore. But after the mines were closed down, the Colonel raised a little capital, went to New York and Boston, and interested other capitalists. He came back to the mountains, bought up the old equipment at bargain prices. Thereupon the Utah Copper Company was born.

To-day that company produces the greatest copper tonnage of any mine in the world. Any adequate description of it requires the use of superlative adjectives. It is working the greatest open mine of the world, not excepting Kimberly in Africa. It has, from the start, paid handsome profits on probably the lowest grade ore ever carried to a smelter. It handles every day a far greater tonnage of raw material, silicates, and metal than any other mine in operation. And in handling that tonnage, it has built the most costly industrial railroad in the United States.

When Jackling, then a young engineer whose work had always been confined to very small operations, talked low-grade ore to the eastern capitalists, he backed up his arguments by descriptions of a new method. He urged the abandonment of all underground work, with its costly shafts, drifts, and tunnels. He proposed, in other words, to demolish mountains of ore with gigantic power-drills and steam shovels. The mere audacity of the plan must have appealed to those capitalists.

To-day there are 25 terraces around one of those mountains and 60 miles of standard-gauge tracks on the terraces. The highest set of tracks is more than fifteen hundred feet above the level of the canon where the mining camp of Bingham huddles in the shadow of surrounding peaks.

Last year they used six tons of explosives every day, shattering down fifty thousand tons of surface waste and porphy ore. At the smelter the results were 200 ounces of gold, 2,000 ounces of silver and 400,000 pounds of copper every day—an aggregate value of $75,000. That was the daily average for a year.

That, however, is only a portion of what the Colonel has accomplished; for his mining knowledge, his executive abilities and his mechanical ingenuity so impressed the eastern men that they bought other copper mines—five in all, in Montana, Nevada, Arizona, and New Mexico, and made Jackling the general manager of the whole group. The pay-rolls of those mines amounted to more than seventeen millions of dollars in the past twelve months.

Next to the astounding demolition of the mountains in the Oquirrh range, the High Line Railroad is the most spectacular exhibit of Jackling's daring originality. Railroads through canons are by no means uncommon in the intermountain region, but they always follow the natural course of the canon bed. Colonel Jackling said:—

"We'll keep on a high level—and go round the mountains, through the mountains, and over the canons. We've got to send fifty thousand tons down hill every day for twenty miles. If we make it run itself out by gravity, we can afford to put into building the railroad."

So he ran it that way. It starts a thousand feet above the canon at Bingham and runs with a two per cent. down grade (at some spots four per cent.) through tunnel after tunnel, around the waists of mountains, over canons—one of the viaducts is 690 feet long and 190 feet high—until it comes out of the mountain range to the edge of the Great Salt Lake. There stand the immense crushing mills, the concentrating plants, and the smelters. The cost of that twenty miles of track was over three million dollars—one mile of it alone cost over half a million.

But Jackling made that low grade copper pay for it. The railroad does nothing but carry out ore and carry in supplies. Not a passenger rides over the road unless he has business with the mines, a few sight-seeing toruists excepted. Freight? There is none but mine supplies and camp requirements.

But it pays, as nearly everything that Jackling has designed pays. Four of the heaviest and most powerful locomotives ever built are in the road's service. About all they do is to haul empty cars back from the smelter to the mines. The loaded cars, after starting, scarcely require a pound of steam for the entire twenty-mile trip, except for the brakes. Perhaps nowhere in the country is freight moved by rail so cheaply as on this road.

The management of six great mines, hundreds of miles apart in five different states, would appear to be enough to keep one man busy. Jackling travels continually between them, keeping in close touch with the local managers. He puts on overalls and goes through the mines. He never lets himself seem overworked nor harassed by any problem.

Colonel Jackling, although trained as a technical specialist, has unusual business ability. He can instantly see the value of a new business idea designed to improve the methods of handling men, equipment, or accounts. Also, he is a capable financier. On the formation of the Alaska Gold Mining Company he was appointed managing engineer. The projects of this company involved the installation of the greatest gold-mining equipment ever devised, and the building of a railroad and a town.

Instantly after his appointment with the Alaska Company, Jackling made a contract in Seattle for the construction, at his own expense, of an ocean-going steam yacht. It cost $300,000. He uses it for his transportation to and from Alaska.

This would suggest wild extravagance. As a matter of fact it is merely Jackling's means of "keeping in touch." From Salt Lake to Idaho and Montana, then to Seattle and Alaska, and back through Nevada and New Mexico into Utah, is a round trip of about seven thousand miles over land and water. Much of it is bad travel. Jackling makes that round trip at least twice each year, and he carries his office with him every mile of the way. On his steam yacht and in his private car his books, maps, drawings and papers are always at hand.

Jackling's mining interests look like a man-sized job. But just for good measure, apparently, he is also vice-president of two railroads, and two banks, and is a director in seven other large concerns. His business policy is: "Get down to bed-rock economy—both of time and means."

Yes, he makes it all pay. Last year he paid a tax on an income of three quarters of a million dollars. And it is barely a dozen years since he was drawing $150 a month as an assistant engineer at a small mine.

$2,000,000 BEAN CROP IN HURON COUNTY

Unusual activity in bean production in Huron county, Ontario, is noticeable this year. Last year the county's crop was worth a million dollars. The 1916 crop was twice as big as the crop of the previous year, and this year the bean-growers are planning for a crop that will net them nearly two million dollars. Given favorable weather, Huron's bean crop in 1917 will be equivalent in value to the 1914 bean crop of the entire province

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886
The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - *President*
H. T. HUNTER - - - - *Vice-President*
H. V. TYRRELL - - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 1313.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, JUNE 22, 1917 No 25

EDITORIAL BRIEFS

THERE seems to be no scarcity of money with some people. The Liberty Loan at 3½ per cent has been oversubscribed by nearly a third. Nearly three million people bought liberty loan bonds.

* * *

THE Kaiser is telling Constantine that he will see that he is restored to his throne. Just about this time probably Constantine is waking up to the realization that there are a lot of promises that the Kaiser will not be able to make good, and that this is one of them.

* * *

UNCLE SAM does not propose to be fleeced by profiteers. Coal and oil is being secured by the United States navy, at prices to be decided later by President Wilson. Canada might have saved a sizable sum if she had adopted the same principle at the outset of the war.

THE CUSTOMER AND THE HIGH COST OF LIVING

AT THE outbreak of the war an elderly couple in a small village in Ontario purchased fifty small bags of flour as a safeguard against the bitter days that were then anticipated. The husband has since died, but of recent date the wife was enabled to sell a few of the bags of flour and thus provide the money for a nice little vacation.

Now doubtless these two elderly people gathered nightly around the dining room table with the paper spread out before them, and read the vivid accounts of the food profiteers as discovered and exposed by the newspapers, and with their eyes popping out of their head with horror wondered how human beings could be so wicked.

This is only one case, but as every grocer knows, in the days immediately following the outbreak of war there were people laying in stocks of food products far and away in excess of their regular demands.

Now wherein does the crime of the hoarder of food differ from these smaller hoarders.

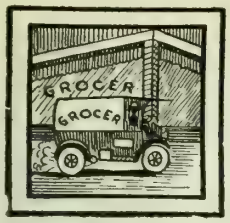
Of course every thinking man knows that all this talk of hoarding is largely imaginary, that the conditions that are horrifying the people to-day are exactly the same conditions that were in force before the war and were considered quite right, honorable and necessary.

Let us grant that there are profiteers, for the sake of argument. Even so their activities are not nearly as dangerous as the hoarding of the individual. The profiteer hoards for profit, and he will release his holdings at a profit. If there is a possibility of loss he will release them at considerably less than he paid for them. But the small buyer, buys for his own use, and confused by panic buys far more than his requirements. Profit does not move him. He holds on to the goods. Probably they waste and are a total loss, in any event no amount of money can be counted on to draw them back. They are withdrawn from circulation. This unnecessary hoarding is one of the large factors in the increase in prices. It would be well for the grocer to call attention to this fact that whenever a customer purchases more than they can possibly require they are adding to the high cost of living.

MR. O'CONNOR VINDICATES THE COLD STORAGE

W. F. O'CONNOR, the High Cost of Living Commissioner in a preliminary statement covering the investigations into Cold Storages up to the end of 1916, stated that he regrets that the Cold Storage companies, have not so much but so little on hand considering the home and foreign requirements. There is an absolute absence of undue accumulation and the popular impression to the contrary is totally unfounded.

This is the second of the clean Bills that Mr. O'Connor has presented. Last week we published his findings regarding the wholesale trade in which he completely exonerated them from any suggestion of profiteering. This week we are publishing the finding on the Cold Storage Companies. It is to be hoped that the public and the newspapers will pay due attention to these reports. They are the refutation of many unjust aspersions and the full justification of the food trading interests of the country that have been so much under discussion.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



MARITIME PROVINCES

Robert Jones, grocer, St. John is dead.

Preparations are being made for the re-opening of the former Alexander Gibson, Ltd., stores in Marysville, N.B., J. Cowan of St. John will be the manager.

Paul and O'Neil P. Cote of Seigns, Madewaska County, N.B., have formed a partnership under the name of Paul Cote & Son, to do business as general merchants.

Charles W. Stewart, proprietor of the Maritime Cornmeal Mills, St. John, died on June 9, after a short illness. He was one of the pioneers in cornmeal milling in St. John and has been prominent in the industry for many years.

The annual report of the Atlantic Sugar Refineries, Ltd., St. John and Montreal, show that the year's business totalled $8,000,000, an increase of twenty-five per cent. over the previous year ending April 30, 1916. The report states that the profits on sales average only two per cent., a smaller margin than any other business in Canada. L. R. Wilson, the former treasurer and general manager, was elected a director.

QUEBEC

M. Lavut and E. Kahan have been registered. M. Lavut & Son, wholesale grocers, Montreal.

Edwin Scruton, Western representative of Chase & Sanborn, coffee importers, Montreal, has returned to his headquarters at Calgary after a visit to Montreal lasting about ten days.

Comment of sales managers in wholesale business in Montreal during the week has been to the effect that the uncertainty as to Conscription has had a retarding effect on business during the part of June so far marked off the calendar.

A million dollars damage reported to have been done in Sorel, Quebec by a fire which broke out in the business section and industrial district early on Tuesday morning. Equipment was sent from Montreal to aid in combatting the outbreak.

Al. Hager, manager of the New England Fisheries Co.'s Pacific Coast branch at Vancouver, has been visiting Montreal and the United States' headquarters of the firm, returning to Vancouver via the States. Mr. Hager reports affairs in B.C., flourishing, and fisheries prospects good.

Ontario

W. E. Phillips, Toronto, Ont., is succeeded by E. Grills.

J. R. Reid, Toronto, has been succeeded by E. E. Cosburn.

J. Bennett, grocer, Hamilton, has sold to Mrs. N. Swarbrick.

Geo. A. Derousie, Mille Roches, Ont., is offering his grocery business for sale.

Ontario Creameries, Ltd., of London and Toronto, is closing out its Toronto branch.

A. C. Macpherson, president of Macperson Fruit Company, Winnipeg, is dead at Stratford, Ont.

Dominion Canner, Ltd., St. Thomas, suffered recent heavy loss through hail smashing the glass in the company's hot houses.

DON'T

WASTE

BREAD

If half a slice is enough for you, please *cut* the whole slice in half; do not *break* it.

Everyone must save bread
It is a national duty. Will you help?

ISSUED BY THE
NATIONAL WAR SAVINGS COMMITTEE
LONDON.

This is the reproduction of a card used in all the large hotels in England, to urge the necessity of saving. By the elimination of unnecessary waste by this and other means, the United Kingdom has been enabled to fight off the last great card of the Germans, starvation by submarine blockade. While Canada is not faced with this danger, a little of this policy of saving might go a long way toward a solution of the high cost of living problem.

Francis Dumbrille, a leading resident of the township of Augusta, died on Saturday last at his home in Maitland, following a surgical operation. He succeeded his father in the conduct of a general store business, and also discharged the duties of postmaster. He is survived by a widow and four children.

Western Provinces

A. Lepore, grocer, Edmonton, Alta., has discontinued.

R. Bay, general store, Prussia, Sask., has been succeeded by Eskin & Naimark.

A. D. Wilson, general store, Vantage, Sask., has been succeeded by Wilson Bros.

C. G. Carter, grocer, of Winnipeg, has sold the Portage and Aubrey St. store to C. F. McGhie.

George F. Galt, of Blue Ribbon, Ltd., Winnipeg, who suffered an acute attack of rheumatic fever at Christmas, has sailed from England for Canada.

Nearly all of the leading retail grocers of Winnipeg will close their places of business at 1 p.m. each and every Wednesday afternoon during the months of June, July, and August.

A special committee of the City Council of Calgary appointed to investigate the suggested corner in flour, has completed its sitting. The examination of F. Ham, of the Western Canada Flour Mills, one of the principle witnesses, revealed the fact that it took five bushels of wheat to make a barrel of flour and that the cost of production including a profit of 30 cents per bag, amounted to $1.50. Further questioning, however, brought out the fact that prices were controlled from Winnipeg. The committee therefore reported that retailers had not sufficient flour on hand to control prices, that the mills did not have enough flour to control prices, and as the matter was beyond the control of the civic committee they recommended that the matter be investigated by the Dominion authorities.

NO VARY PRODUCTS CO. CHANGES HEADQUARTERS

The No Vary Products Company, on June 1, changed the headquarters of their company from Grand Forks, North Dakota, to Minneapolis, Minn. The main reason for the change was the need of a closer association with the manufacturing end of their business. The new address of the company is Resler Building, Minneapolis, Minn.

CANADIAN OYSTER NOTES

During the year ending March 31, 1917, the catch of oysters in Canadian waters was 13,493 barrels, valued at $69,039. During the twelve months ending March 31, 1916, the catch was 20,507 barrels, valued at $97,751.

During the month of March, 1917, the catch was 412 barrels, valued at $2,684, as against 308 barrels, valued at $1,312. during the corresponding month of the year 1916.

SPEEDING UP THE STORE

(Continued from page 28)

expression about making one's mouth water tells the whole thing. The moment you awaken your customer's interest in a certain food, you summon an ally in salesmanship in the form of a natural human appeite.

"Generally speaking, the grocery clerk has depended upon this appetite to do the selling for him. But, under the stimulating influence of a chance to get all that he can earn, any live clerk is going to find out all he can about the things that he sells, in order to gear up his selling ability.

"The more that grocers, grocery clerks, and grocery customers learn about the foods they eat, the better it will be for all concerned. The average consumer of to-day knows a lot more about foods than did the consumer of a decade ago. This, I confess, is not especially the fault of the retail grocer. The magazines have done wonders in educating the housewife in food matters—though, to be sure, much misinformation has been handed out in these channels along with that which is sound.

"But the whole point is that there is a wide latitude for the education of the general public concerning human foods, and that the grocer or grocery salesman who takes the job of helping in this educational work is going to find himself handsomely paid for his trouble in increased sales. If you want to speed up the grocery store, make it a real educational center in all matters relating to food."

And what applies to the store itself applies with equal force to every clerk in it. The shortest cut to more money and better position for a clerk is to know the interesting selling facts about his goods. If the store for which he is working doesn't appreciate the increased sales which that study brings, there will be no difficulty in finding a store that will. The day of the sleepy old grocery that couldn't do more than furnish a "decent living for one man" is passing. The grocery is being speeded up.

HOW ST. LAWRENCE SUGAR AD. SHOULD HAVE READ

In the issue of CANADIAN GROCER of June 15, there were one or two typographical errors in the announcement of the St. Lawrence Sugar Co., on the inside front cover. This advertisement should have read as follows:—

"Preserving season is close at hand. Give your customers St. Lawrence Diamond Granulated, and ensure satisfaction and success with their jams and preserves."

NO JUSTICE IN THAT

"Have you anything to say before sentence is pronounced against you?" asked the judge.

"The only thing I'm kickin' about," answered the convicted burglar, "is bein' identified by a man that kep' his head under the bed clothes the whole time. That's wrong."

Cold Storage Vindicated

W. F. O'Connor in His Findings Regarding Cold Storage Frees Them From the Charges of Excessive Hoarding or Exorbitant Profits—The Item of By-products Not Yet Investigated.

ON Monday afternoon of this week, the Minister of Labor, presented the preliminary statement of the Commissioner on the High Cost of Living, dealing with the question of cold storage. A mass of figures were quoted to show the operation of these companies. The report in question dealt with investigations up to the end of 1916 and proves to a conclusion that the many reports fostered by the public press and irresponsible individuals, calling attention to the enormous holdings of some of these cold storage and adducing from this a charge of illegal hoarding were absolutely without foundation. There was no attempt on the part of the Commission to plead any case. He stated the facts of the case as he had found them, but these facts were in themselves quite eloquent enough.

Some Actual Figures

A few figures taken from this report will suffice to show the conditions as actually discovered by the Commissioner:

During 1916 butter "all grades," cost the cold storage companies an average of 30 83-100 cents per pound, and they sold it at an average price of 32 73-100 cents per pound.

Cheese cost them an average of 18 11-100 cents per pound, and they sold it at an average of 18 88-100 cents per pound.

Eggs cost them an average price of 26 1-10 cents per dozen. They sold for home consumption at 29 21-25 cents per dozen, and for export for 33 61-100 cents per dozen.

Beef, all grades, averaged the cold storage companies in cost 10¾ cents per pound, and they sold it at an average price of 11 9-20 cents. The average selling price for home consumption of all grades of beef was 11¼ cents per pound.

Pork averaged them in cost 14 21-25 cents per pound. and was sold at an average of 16 83-100 cents for export and of 15 37-50 cents for home consumption.

Bacon cost 16 57-100 cents per pound, and sold at an average of 20 12-25 cents; the average sale price for home consumption was 19 33-100 cents per pound.

Mutton and lamb averaged 16 4-5 cents in cost and sold at an average price of 17 41-100 cents; export and domestic average sale prices were about the same.

These, of course, represent wholesale prices, but the Commissioner is authority for the fact that these figures actually represent the situation as it exists. The prices given by the cold storage were carefully checked, he reports, by examination of actual invoices received by retailers, and found to be correct.

Not Too Much Storage, but Too Little

Mr. O'Connor expresses his regret in his report, not that the cold storage companies have so much on hand, but that they have so little considering the home and foreign requirements. There is, he states, an absolute absence of undue accumulation despite the popular impression to the contrary.

The prevailing high prices he credits to excessive foreign demand, and states that if any control of prices is contemplated it might most wisely be directed toward limitation of export prices. The home prices, he thought, might then be left to look after themselves.

The only phase of the cold storage situation not dealt with in the report is the item of by-products. This matter had not to the present been thoroughly investigated.

CANNERS NEED HELP

Canning factories in the Hamilton district are still suffering from lack of help, and a big wastage of fruit is feared unless the situation can be relieved immediately. One factory which has fourteen cars of berries on the tracks, has been advertising for 350 women and girls, but few have answered the call. The factories are confronted with the worst shortage of help they have ever experienced.

FISH CANNERIES TO BE LICENSED

A Bill to amend the Fisheries Act has been referred by the House of Commons to a fisheries committee. Mr. Hazen explained that at present lobster and salmon canners only are licensed and the object of the new legislation was to have all fish canneries properly enrolled and placed on the same basis at a nominal fee. Another provision which applied to Western Provinces was the leaving to the judgment of the Minister as to whether irrigation works should be screened at the outlets to prevent fish going upstream and dying. Sometimes irrigation ditches are located so that screens are unnecessary, hence the new legislation covering this point.

IMPORTED CHEESE REQUISITIONED IN BRITAIN

Prior to his resignation of the Food Controllership of Britain, Baron Devonport ordered all cheese imported from Canada, Australia, and the United States, requisitioned, and henceforth all dealings in it will be controlled. Cheese will be put on the market at a price enabling retailers to sell it at sixteen pence per pound.

The prices on beans, peas and pulse have also been fixed in the retail trade, and arrangements have been made for an automatic reduction in the price of beans averaging two cents a pound in July, and a similar reduction in August.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

WITH a sagging tendency in the wheat market during the week flour was in a weaker position. Demand for this commodity is light in the face of the fluctuating market. Some Ontario mills are shipping flour into the United States and this is keeping them fairly busy. Demand for millfeeds is lighter on account of the excellent grass pasture for stock at present. Sugar declined 15c per hundred. Local demand is still very light. Reports of the sinking of 40,000 tons of sugar in ten days by submarines has put a measure of firmness in the market by reason of the fact that supplies have been decreased by that much. The rainy season has now set in on the Island of Cuba and production of raw sugar will diminish from this time forward.

Butter and eggs were in easier market, in the latter commodity considerable declines being recorded, due to the unexpected increase in production. Cheese held steady at recent prices, but there was a disposition on the part of dealers to pay slightly more to the factories for their output. Demand for poultry is light and prices on live hens and spring chickens have been easier in consequence. Condensed and evaporated milk have again been increased in price. Certain brands of baking powder have been moved upward and cut tobaccos of various kinds quite generally are selling at higher quotations.

Business during the week has been slow, wholesalers attributing the slackness to the fact that retailers are carrying sufficient stocks to meet their needs for a time. Wholesalers are not anxious over the situation as they have been doing an excellent business ever since the beginning of the year until within the past three or four weeks. The situation has induced lower prices in rice, quotations being down in certain quarters.

QUEBEC MARKETS

MONTREAL, June 19.—An easier tone to the provision market affecting eggs and butter, is noted this week. Flour seemed weaker, but the outlook was uncertain, and buying was not active. Some of the cereals are firmer. Japanese teas are in demand and firm, new crop being expected shortly in this country. Black teas are firm as ever, and may advance following increased freight rates. Sugar has declined. Canned milk and cream have advanced. Dried fruits are dull. Fresh fruits and vegetables show seasonable changes, some towards easier prices, some lines firmer. Fish are in fairly easy market at present, with some falling off in supplies of certain lines.

Canned Milk And Cream Advanced

Montreal.

VARIOUS LINES. — The condensed milks are again advanced by 25 cents a case of four dozen, making Bordens $8.25 and other lines from $7.40 up to the Borden scale. Evaporated cream is also up, the family size now costing $5.50 per case. There has been a reduction of 5 cents a dozen on Javelle Water, and one firm of wholesale grocers has reduced price of pure lard by 3¼ cents a pound, making the 20-lb. pails $5.75. Glucose has advanced 50 cents per 100 lbs., and sells at from $7.50 to $8.25 per 100 lbs. Cotton twine is up again, three-ply being now quoted at 43 to 44 cents a pound, and 4-ply at 45 to 46 cents per pound.

Sugar Registered A 15-Cent Decline

Montreal.

SUGAR.—There has been a decline in sugar of fifteen cents per 100 lbs., all the refiners making the same reduction. Extra granulated sugar is now at $8.20 base or $8.25 delivered in the City of Montreal by wholesalers. The reduction follows a period of quiet business, with consistently good reports as to production from primary markets, and no word of difficulties more than the markets are prepared for as to transportation. Just how the market may trend for the next few days is not predicted. With preserving season near there may be renewed demand and advances. Demand at present is quiet. The yellow sugars have been graded differently of late by refiners. They are now arranged No. 1, No. 2 (or by one firm "Golden"), and No. 3 of "dark" yellow. This change distinguishes the grades readily.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 20
Acadia Sugar Refinery, extra granulated	8 20
Canada Sugar Refinery, extra granulated.	8 20
Dominion Sugar Co., Ltd., crystal granulated	8 20
Special icing, barrels	8 40
Diamond icing	8 40
Yellow, No. 1	8 40
Yellow No. 2 (ad Golden)	7 70
Yellow, No. 3	7 60
Powdered, barrels	8 30
Paris lumps, barrels	8 80
Paris lumps (boxes), 100 lbs	8 90
Crystal diamonds, barrels	8 80
Crystal diamonds (boxes 100 lbs.)	8 09
Assorted tea cubes, boxes	8 80
Cut loaf (50-lb. boxes)	9 05
Cut loaf (25-lb. boxes)	9 25

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Are In Good Demand

Montreal.

CANNED GOODS.—Steady demand is reported as regards canned goods, and prices remain firm. Reports as to the planting of the ground for the crops required for next season's pack are encouraging, but the weather has been unsatisfactory for peas recently. Tomatoes are only just getting into the ground—late for these, but no anxiety is felt as yet regarding any crop except peas, which require more sunshine. Opinions are heard —though voiced early—that prices for canned goods may open high this season, even as high as last season, but nothing is certain on this score yet.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. talls, cases 4 doz., per doz.	....	**3 00**
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 45
Pinks, 1-lb. talls	1 75	1 80
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Canned Vegetables—		
Toamtoes, 3s	2 25	2 30
Tomatoes, U.S. pack	....	2 25
Tomatoes, 2½s	2 15	2 20
Peas, standards	....	1 35
Peas, Early June	....	1 45
Beans, golden wax	....	1 60
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	....	2 00
Corn (on cob, gal. cans, doz.	....	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	....	2 75
Red cherries, 2s	....	2 25
Strawberries, 2s	2 40	2 50

Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallon)	3 75	4 00
Peaches, 2s (heavy syrup)	....	1 75
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25

The Greek Currant May Come In Fall

Montreal.

DRIED FRUITS.—Reports regarding the dried fruit market generally incline to the idea of dullnes. Demand is restricted by the high range of prices prevailing. Prunes promise even more firmness, but actual advances have not developed. There are hopes now that Greek currants may be available since the embargoes laid upon Greece have been eased up under the new Allied regime. It is believed that a big crop of new Greek currants is coming along, while there are still cargoes of old crop awaiting shipment. Some of these have been at the wharves since last November. Some were on board ship but had to be landed again at the port of shipment. Under these disturbed conditions Greek currants have been in most exceptional market, firm, scarce, and altogether an uncertain quantity. They are so still, and only good fortune can bring supplies for next Christmas trade.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. bxs.	....	0 13
Apples, choice winter, 50-lb. bxs.	0 13	0 13½
Apricots—		
Choice, 25's, faced, new crop..	.....	0 28
Nectarines, choice	....	0 11½
Peaches, choice	....	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	....	0 32
Lemon	....	0 24
Orange	....	0 27
Currants—		
Filiatras, fine, loose, new	0 21	0 22
Filiatras, packages, new, lb.	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	....	0 12½
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 13
Excelsior	....	0 11½
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 8 oz., doz.	....	0 95
Cal. bricks, 10 oz., doz.	....	1 20
Cal. bricks, 16 oz., doz.	....	1 40
Cal. layers, 10 lb., 5 rows, box.	....	1 60
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat.	....	2 40
Comadore (Portugal), per mat 33 lbs.	....	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	0 12	0 13½
90 to 100, in 25-lb. boxes, faced	....	0 11
Prunes (Oregon)—		
30s	....	0 13
40-50s	....	0 12½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.00; 4-crown cluster, $3.50; 6-crown	....	3 75
Muscatels, loose, 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Supplies Are Irregular

Montreal.

MOLASSES AND SYRUPS.—There is a big demand for molasses, and wholesalers are dong their best to meet this with a good deal of uncertainty prevailing as to supplies. News of further losses of cargoes is fortunately absent this week, but the conditions of transportation are not at their best. Prices are steady at the recent advances. Corn syrups have not altered this week, but are in good demand with firmness of market tone. Cane sprups also are in steady firm market.

Barbadoes Molasses—	Prices for Island of Fancy,	Choice, Montreal
Puncheons	0 74	0 68
Barrels	0 77	0 71
Half barrels	0 79	0 73

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	6 50
Half barrels, per 100 lbs.	7 00

Nut Market Keeps Firm In Tone

Montreal.

NUTS.—Steadiness of market, less demand, and prices from the wholesaler really less in some cases than those prevalent in primary markets characterize the nut situations. There have not been any arrivals of interest during the week, and reports of recent submarine sinkings of steamers bound from Britain do not include accounts of any nut consignments lost to the knowledge of importers. Peanuts continue firm. Prices are in some cases higher than those quoted by half a cent, but supplies are still available at the lower quotations. The market is, however firm for all kinds of nuts.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	....	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 18	0 20
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16½	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 18½
Walnuts (shelled)	....	0 52
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1	....	0 24
Cocoanuts, 100 size, per sack	....	7 50

Still Some Canadian Hand-Picked Beans

Montreal.

BEANS.—There are still a few Canadian handpicked beans and three-pound pickers on the market at prices as quoted last week. The scarcity of this line of dried vegetables is most marked, but seeding was done this spring on an extensive scale, according to reports, and probabilities are that beans will not be so costly after the new crop is available. Some interest attaches to the report that possibly the Government may prohibit the canning of non-perishable foodstuffs such as beans, and this would be a factor likely to affect the market should the steps be taken. The United States Government has moved already in this direction, it is reported.

Beans—		
Canadian, hand-picked	....	10 50
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Yellow Eyes, per lb.	0 15	0 15½
Lima, per lb.	....	0 20
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb.	0 15½	0 16
South American	....	5 70
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	10 00	10 10
Barley (pot), per bag 98 lbs.	6 00	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Is Steady; Tapioca Advanced

Montreal.

RICE AND TAPIOCA.—The market for rice is unchanged this week, but is firm. The weaker tone to flour indirectly affects rice, preventing the firmness due to ship shortages from developing into more strength. Demand is good, but there is no special market feature. Tapioca has advanced half a cent and both seed and pearl tapioca are now 14¼ to 15 cents a pound. The outlook in tapioca is increasingly firm, the strength of this market having been pointed out for some time by CANADIAN GROCER.

"Texas" Carolina, per 100 lbs.	....	9 90
Patna (fancy)	....	10 15
Real Carolina, per 100 lbs.	11 00	11 50
Patna (good)	....	9 40
Siam, No. 2	7 25	9 15
Siam (fancy)	....	8 40
Rangoon "B"	....	7 35
Tapioca, per lb.	0 14¼	0 15
Tapioca (Pearl)	0 14½	0 15

Coffee and Cocoa Still Undisturbed

Montreal

COFFEE, COCOA.—The market for coffee keeps absolutely steady at present quotations, and shows no sign of movement one way or another. Demand is good, but not better than normal for time of year. Coffee should not show any violent price fluctuations if past experience is a guide, but those in closest touch with the markets do not make any predictions, and merely point to past records for the years of war. Cocoa is also quiet with demand falling off for the summer. It is pointed out that retailers can increase demand for cocoa in summer by suggesting the merits of iced cocoa as a food beverage but cocoa is apt to be considered a cold weather drink.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20

Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Advances in Freight Rates on Indian Tea

Montreal.

TEA.—Arrivals of black teas are coming in only just sufficiently to preclude the idea of any tea famine, but prices keep as firm as ever. It is announced by cable that cost of space from Calcutta is to advance by 5½ cents per pound on teas for July shipment. This has not yet affected markets but it inevitably will. The chances of trouble in China are looked upon with doubt as this may affect tea shipments in Japanese bottoms. There was recently an advance of two cents a pound on Japan teas, and since then there have been cable advices that a 1½ cent advance has gone into effect on all first crop leaf grades of Japans under 25 cents. No information has yet been received as to later crop teas, but everything points to a very strong market. There has been a big domestic demand for desirable teas.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spice Market has A Breathing Spell

Montreal.

SPICES.—There has been a lull in demand for spices following an exceedingly busy period when owing to the firm condition of market buying was brisk and continued. It would seem now that most of those in need of spices have laid in stocks, and leading spicemen in Montreal agree that this is wisdom for the firmness of markets maintains, and the chances of relaxation are small indeed for the future. A slight movement in the easier direction in New York affected pepper but only momentarily, and the market on this side was not affected in the slightest. The general tone of all spices at present is very firm, and in cream of tartar there is a decided scarcity.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 35	0 40
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	....	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Fruit and Vegetable Market are Normal

Montreal.

FRUIT AND VEGETABLES. — Oranges are firmer this week, and lemons are considerably higher. Grape fruit are firm. Apples are still available on the market, a few Ben Davis and Winesaps being disposed of in boxes. Water melons were a shade higher this week, a temporary phase, as they will be more plentiful very soon. In vegetables there have been a few reductions in seasonable lines, and some advances. Red onions which appeared on the market in a small supply last week have again vanished. Potatoes keep costly at $4.25 per bag, but the ordinary Quebec potato is found still at $4.00. New potatoes by the barrel are lower at $11.50. Mississippi flats tomatoes are easier. As supplies increase all lines of seasonable goods in fruit and vegetables will be easier.

Bananas (fancy large), bunch	2 75	3 50
Oranges—		
Navels, per box	....	4 35
Floridas	....	5 00
Valencia, ordinary and large	4 25	5 00
Grape fruit	2 75	3 25
Lemons	4 50	5 00
Limes, box of 80	....	1 50
Pineapples, Cuban, crate	3 50	4 00
Watermelons (U.S.), each	0 60	0 75
Apples (in boxes)—		
Winesap	....	4 00
Ben Davis	....	4 00
Cauliflower, per doz. bunches	3 00	4 00
Celery, greentop, per crate	....	4 00
Celery (U.S. washed), doz.	....	1 50
Onions, Bermuda, crate 50 lbs.	....	3 25
Onions, Texas (crystal wax), crate 50 lbs.	....	3 00
Texas onions (red), crate	2 50	2 75
Onions, Australian, sack 100 lbs.	....	6 50
White onions, per bag (100 lbs.)	....	6 00
Potatoes (Green Mt.), bag, 80 lbs.	....	4 25
Potatoes (new), per hamper	....	4 00
Potaoes (new), per bbl.	....	11 50
Potatoes (N.B.), bag	....	4 25
Potatoes (Quebec)	....	4 00
Potatoes (sweet), per hamper	....	4 00
Carrots, per bag	....	4 00
Carrots (new), doz. bunches	....	0 90
Beets, per bag	....	2 00
Beets (new), doz. bunches	....	1 25
Parsnips	....	1 50
Peas (new), per hamper	....	3 00
Turnips (new), per doz.	....	1 25
Lettuce, curly, per box	....	2 00
Lettuce, Romaine, doz.	....	1 00
Lettuce, Boston, box of 2 doz.	....	2 25
Tomatoes (Florida), per crate	3 25	3 50
Tomatoes, Mississippi Flats	1 25	1 60
Horse radish, per lb.	....	0 25
Cabbage (new), Charleston, crate	....	4 00
Cauliflowers (doz.)	3 50	4 00
Beans, U.S. wax, basket	3 25	3 75
Beans, U.S., green, basket	....	3 75
Leeks, per doz. bunches	....	2 00
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	4.00
Rhubarb, per doz.	0 25	....
Eggplant, per crate	6 50	7 00
Cauliflower, crate	....	4 00
Garlic (Venetian), lb.	....	0 10
Endive (Canadian), lb.	....	0 25
Strawberries (Louisiana), pints	....	0 12
Strawberries (quarts)	....	0 20
Cucumbers (Fla.), basket	3 75	4 50
Cherries (Calif.), box	....	3 25
Artichokes (Jerusalem), bag	....	1 25

Fish Markets are Steady and Busy

Montreal.

FISH.—Trade in fish has been as good as could be expected during the week following last report and prices in general are about at the same level. Halibut from the West Coast is not so plentiful this week, and prices will become firmer before long. It is felt that supplies will probably be short. Gaspe salmon was abundant for a few days, and was selling very low, but all of a sudden arrivals fell off, and prices are now again firm. Lake and River fish is coming in in good supplies, and at steady prices. Local shad is now in the market and selling well at good prices. The lobster season is now closed in a few districts, and as a consequence prices are tending upwards. Bulk and shell oysters are quiet.

SMOKED FISH		
Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes	....	0 90
Smoked boneless herring, 10-lb. box	....	1 40
Smoked eels	....	0 12

SALTED AND PICKLED FISH	
Herring (Labrador), per lb.	$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	17 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	15 00
Codfish (Skinless), 100-lb. box	22 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	10 00
Codfish, Shredded, 12-lb. box	0 10
	1 80

SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 12	0 15
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		2 75

FRESH FROZEN SEA FISH.		
Halibut	16	17
Haddock, lb.	..	06
Mackerel (med.), each	..	20
Mackerel (large), each	..	25
Cod steak, fancy, lb.	..	8
Salmon, Western	15	— 16
Salmon, Gaspe	18	—20

FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 11	0 12
Smelts, No... 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.	....	12 00
Malpeque oysters (choice), bbl.	....	12 00
bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	12 00
Clams (med.), per bbl.	....	8 00

FRESH FISH		
Haddock	0 05½	0 06
Steak Cod	0 06½	0 07
Market Cod	0 05½	0 06
Carp	0 10	0 11
Dore	0 14	0 15
Lake trout	0 14	0 15
Pike	0 10	0 11
B.C. Salmon	0 15	0 16
Gaspe Salmon	0 16	0 17
Gaspereaux, each	....	0 03
Western Halibut	0 17	0 18
Eastern Halibut	0 16	0 17
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch	....	0 09
Ballheads	....	0 12
Whitefish	0 15	0 16

ONTARIO MARKETS

TORONTO, June 20.—Changes in grocery lines have continued in the upward direction during the week for the most part, although in some instances there was a disposition to quote lower prices in order to stir up trade. Rice was one of the commodities that registered declines during the week. Business has been slow with the grocery trade, but there is no disposition to feel uneasy about the situation as wholesalers generally welcome the chance to get things

cleared away and a respite from the heavy business that has been transacted ever since the beginning of the present year. Wholesalers express the opinion that retailers are fairly well stocked up and that there has been a cessation of buying pending the time when their stocks are cleared to lower levels. Collections are a trifle slow, but there is no uneasiness over this condition.

Canadian Sugar Declined 15c Hundred

Toronto.

SUGAR. — Canadian sugar refineries lowered the price on sugar 15c. per hundred during the week. Reports of general rains have been made on the Island of Cuba, which would seem to indicate that the season of heavy production of sugar will be curtailed during the month of June. Up to the end of May the production in tons had reached 2,558.351 tons against 2.709,700 tons last year to the same time. The production of sugar during the month of May was the largest May production on record. Visible production to June 9 was 2,644.274 tons, as against 2,770,700 tons, or within 126,426 tons of last year's crop up to that time. The Cuban Government has passed a law taxing sugar 10c per bag at the factory. This tax takes effect from November 1, 1917. While production has been mounting in Cuba, which would have the effect of making easier conditions in the sugar market taken by themselves, still the submarine factor has been at work and is causing serious inroads into the sugar supplies. As reported in despatches during the week 40,000 tons of sugar had been sunk in ten days by submarines. Provided the crop in Cuba comes up to recent estimates of 3,000,000 tons, the loss of 40,000 tons would be equivalent to approximately 1¼ per cent. This is only the loss of one ten-day period. If such losses are continued there is every possibility that a still greater firmness might be put into the market. There were on June 11 estimated to be 62 centrals grinding as compared with 25 last year at the same time. Canadian refiners were in the market for raws during the week and 500 tons Peruvian raws were bought at 4 11-16c and 3,000 bags of Surinams also at 4 11-16c. Freights from Cuba are easier, there being free offerings of steamers. Demand locally is still quiet, but with the coming of the fruit-preserving season is expected to be heavier. A slight change has been made in the grading of yellow sugars. Where formerly there were only two grades there are now three classifications of yellow. No. 2 yellow is sold 10c under No. 1 yellow and No. 3 yellow is sold 20c under No. 1. Atlantic, St. Lawrence and Canada Sugar Refining Companies have the three grades, while the Acadia Sugar Refining Company still continues to make only No. 1 and No. 2 grades.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 34
Acadia Sugar Refinery, extra granulated	8 34
Can. Sugar Refinery, extra granulated	8 34
Dom. Sugar Refinery, extra granulated	8 20
Yellow, No. 1	7 94
Special icing, barrel	8 55
Powdered, barrels	8 55
Paris lumps, barrels	8 94
Assorted tea cubes, boxes	8 94

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Condensed And Evaporated Milk Up

Toronto.

MILK, BAKING POWDER, TOBACCO.—An increase of 25c. per case has been made in the price of all evaporated and condensed milk of the Borden brand with the exception of baby size evaporated on which the increase has been 10c per case. Chocolatta has been advanced 5c per tin and is now quoted at $2.80 per dozen, whereas the 1-lb. size is now quoted at $5.50 per dozen to the retailer. Messrs. Procter & Gamble have withdrawn their ruling against the sale of their Lennox brand soap and are now offering this brand for sale. This concern has also withdrawn the limitation of ten-box orders for drop shipment and are now willing to accept business in any quantities. All orders, however, are subject to acceptance before price is confirmed. An increase in 1900 Dairy Baking Powder has been made, which now makes the new selling price for 1s at $1.90 per doz., ½s at $1.30 and ¼s at 90c. Keene's mustard has been advanced 4c. per pound. Cut tobacco has been increased in price and some of the lines now sell as follows: Houde's No. 1. ⅛s, 62c lb.; Encore, 1-14s, 56c. per lb.; Senator, 1-12s, 98c lb.; Sun Roll, 1-18s, 80c per lb.; Rainbow, 1-11s, 90c per lb.; Petit Bleu, 1-16s, 68c per lb. Richards quick naphtha has been advanced to $5.75 per case. St. William's strawberry jam in 4-lb. tins are quoted at 80c per tin.

JAM PRICES ANNOUNCED

Prices for fall delivery on jams have been announced during the week by E. D. Smith, Dominion Canners, Wagstaffe's and St. Williams companies. In 16-oz. glasses the new price for the three former companies is $2.90 per dozen on strawberry, with raspberry quoted at $2.75 per dozen. Four-pound tins are quoted by all four companies at 74c for strawberry and 71c for raspberry and black currant. St. Williams prices on strawberry are $2.70 and $2.65 for raspberry and black currant. In some cases this represents a decline from recent prices quoted by wholesalers. In four-pound tins there is a decline of 3c per tin.

Canned Goods All In Strong Market

Toronto.

CANNED GOODS.—There was a generally steady tone to the market for canned goods during the week, in some lines considerable strength being noted. Canned corn sold up as high as $2.25 in certain quarters. Stocks of this latter commodity are dwindling rapidly and will probably be exhausted before the new crop corn comes in. Alaska pink salmon was quoted up 5c from the lower level of last week. Tomatoes are quite generally holding steady as stocks are getting within narrow compass.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 00	3 25
Alaska pinks, 1-lb. talls	2 45	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 85
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	8 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Apples, gallons, doz.	....	4 00
Pineapples, 2s, doz.	2 45	3 00
Pineapples, 1s, doz.	....	1 50

Bulk Molasses Goes Still Higher

Toronto.

MOLASSES, SYRUPS.—The firmness noted in the molasses market in these columns for some time past has worked out toward higher prices on bulk molasses in barrels. Quotations in half-barrel lots now range as high as 50c per gallon, which represents an increase of 2c. The stipulation with respect to open prices on canned molases has been continued, manufacturers must still have a chance to confirm orders before their representatives accept them. Crystal Diamond cane syrup has made an advance of 70c per case for 2s, now selling at $5.50. Red Fox molasses has also advanced and is now quoted 1½s at $4.40 per case. Corn syrups held in steady market during the week.

Corn Syrups—		
Barrels, per lb.	....	0 06½
Cases, 2-lb. tins, 2 doz. in case	....	4 60
Cases, 5-lb. tins, 1 doz. in case	....	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	....	4 80
Molasses—		
Fancy Barbadoes, gal.	0 78	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz.	....	4 25
Tins, 3-lb., table grade, case 2 doz.	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00

Dried Fruits Are In Drifting Market

Toronto.

DRIED FRUITS.—There is little activity in dried fruits at the present time due in large measure to the situation in the producing districts. There are favorable reports of a large crop both for prunes and raisins and buyers are not inclined to place orders for future de-

livery until they are able to see what developments may take place. There is uncertainty in the market in the United States due to the possibility that the Government may regulate prices. Demand locally on dried fruit is somewhat light. Wholesalers show a desire to clean out their stocks of figs, as the season for these is drawing to a close. In some instances Australian currants were advanced 2c per pound. There is no improvement in the situation with respect to currants and conditions seem to point to very short supplies of this commodity.

Apples, evaporated, per lb.	0 13½	0 14
Apricots, choice, 25's, faced	0 24	0 26
Candied Peels—		
Lemon	0 25	0 26
Orange	0 26	0 27
Citron	....	0 30
Currants—		
Filiatras, per lb.	....	0 22
Australians, lb.	....	0 23
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 60
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25's, faced	....	0 16
40-50s, per lb., 25's, faced	....	0 15½
50-60s, per lb., 25's, faced	....	0 15
70-80s, per lb., 25's, faced	....	0 13¾
80-90s, per lb., 25's, unfaced	0 10½	0 12½
Peaches—		
Choice, 25-lb. boxes	0 13½	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15½	0 16

Undertone To Tea Market Still Firm

Toronto.

TEAS.—Although some sellers of teas quoted prices 1c down during the week on future delivery there was no general disposition to quote lower prices on spot teas. There is a quietness in the tea market, which in this respect is sharing the condition generally prevailing in the grocery trade. There is a firm undertone to the market even in the face of recent arrivals of teas. There is still a visible shortage of tea and the uncertainty of getting additional stocks from India and Ceylon prevails. Prices remained unchanged from those of last week.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Coffee Crop Late But A Heavy One

Toronto.

COFFEE, COCOA. — Reports of a heavy crop of coffee in the Brazilian fields continue to come forward, but it is stated to be somewhat backward in maturing and this is operating to give a firmer tone to the market. With a heavy crop and with large stocks already existent in the United States there is every indication that needs may be more than taken care of. Locally the market remained featureless. There has been a fair demand for both coffee and cocoa. Chicory is in very firm market owing to the shortage of supplies. Some dealers are out of the market altogether.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Spice Market Held Steady During Week

Toronto.

SPICES.—There was a steadiness to the spice market during the week, prices being high, there is a disposition to eliminate further advances as long as possible. Demand for spices is somewhat quiet during the present season, with the exception of pickling spice, in which there is some little activity. Cream of tartar held in firm market at the advances recently recorded. Pepper was also in a firm position.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 32	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Carraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure	....	0 60
American high test	....	0 65

Peanuts Expected To Be Higher Still

Toronto.

NUTS.—Importers of peanuts are of the opinion that the top of the market in this commodity has not yet been reached and that before fall comes round in some instances look for prices of the shelled variety to be higher. In the local market an advance of 1c per pound from the low quotation was recorded during the week, making the range now from 17c to 18c per pound. Walnuts are also in very firm position and further advances are looked for by some importers. One importer stated it as his belief that they would be fully 5c per pound higher by fall in case lots. California walnuts are about cleaned out of the market and further supplies are not available.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 19
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 14	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California	....	....
Peanuts, lb.	0 17	0 18

Easier Prices On Rice Were Quoted

Toronto.

RICE, TAPIOCA.—There was a disposition to quote lower prices on rice during the week, some wholesalers being down ½c per pound from the range of last week. Trade has not been very active in this commodity and lower prices were named as an inducement to stir up trade. In the Southern rice market, however, prices are holding firm with very little being offered. France has again been in the market for rice in spite of the high prices prevailing and the excessive freight rates. The new crop rice is reported to be making favorable progress.

Texas, fancy, per 100 lbs.	9 50	11 50
Siam, fancy, per 100 lbs.	7 50	9 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 50
Japans, second, per 100 lbs.	7 50	8 50
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 13½	0 15

Japanese Beans Easier In Price

Toronto.

BEANS.—Japanese beans were easier in price during the week, being quoted $1 per bushel under the quotation of last week in some quarters. High price of beans, together with the coming of fresh vegetables, is curtailing the consumption of beans. Lima beans are somewhat scarce in the local market as wholesalers are not inclined to stock up at present high prices, many preferring to keep out of the market altogether.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel	....	9 60
Japanese, per bush.	....	9 00
Black eyes, Cal., bushel	....	6 50
Limas, per pound	0 19	0 20

Cornflakes Show Advance Of 30c Case

Toronto.

PACKAGES.—An advance of 30c per case was recorded in the price of Quaker corn flakes during the week, which makes the selling price now $3.30. Purity oats, on the other hand, in 2-lb. size show a decline of 5c per case, being now quoted at $1.40. Triscuit has advanced 10c per case and is selling at $2.10. Post Toasties are in strong market and advances are hinted at. There has been a good demand for package oats, but with the coming of the summer season this demand is expected to give place to other breakfast foods.

Cornflakes, per case	3 00	3 40
Rolled oats, round, family size, 20s	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case, 20s	4 00	4 90
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10¾
No. 2, pound cartons	....	0 09¾
Starch, in 1-lb. cartons	....	0 10¾
Do., in 6-lb. tins	....	0 12½
Do., in 6-lb. papers	....	0 09¼

Whitefish Coming More Plentifully

Toronto.

FISH. — Whitefish reached the local market in better supply during the week

and prices were 1c per pound lower than last week in consequence. Trout was somewhat scarce during the period and prices held steady. Restigouche salmon were lower in price by 1c to 2c per pound and fancy haddock was quoted at 7c to 8c per pound. In some quarters fancy steak cod was quoted at 9c, which is 1c below that of last week. Fresh pike and pickerel from the Northern and Western lakes arrived during the week. Demand for fish has been fairly good.

SMOKED FISH.		
Ciscoes, per lb.	....	0 15
Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box	....	1 50
Digby herring, bundle 5 boxes	1 10	1 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits 15 lbs.	....	2 25
FRESH SEA FISH.		
Halibut, medium, fresh, lb.	0 16½	0 17
Halibut, frozen	0 16½	0 17
Cohoe salmon (red), frozen	0 14½	0 15
Salmon, Restigouche, lb.	0 17	0 18
Haddock, fancy, express, lb.	0 07	0 08
Steak cod, fancy, express, lb.	0 09	0 10
Mackerel, lb.	0 10	0 12
Flounders, lb., frozen	0 09	0 10
Winkles, per bag	....	1 75
FRESH LAKE FISH.		
Herring, lb.	0 10	0 12
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	0 13	0 15
Trout, lb., fresh	0 13	0 14
Herrings, frozen	0 06	0 06½
Tullibees, fresh, lb.	0 08	0 09

New Potatoes Not Yet Plentiful

Toronto.

VEGETABLES. — New potatoes in barrels are not yet reaching the market in any considerable quantities and prices have in consequence held steady at $13 per barrel. Old potatoes are getting fairly well cleaned up and it is anticipated there will not be many left by the time new ones reach the market in larger quantities. Green peas in hampers were scarce during the week, as Southern shippers are apparently short on supplies. Radishes were in firmer tone as there were considerable quantities in the market last week and prices were made to clean them out. This week they are quoted 10c per dozen higher at 25c. Local vegetables have not yet started to arrive in any considerable quantities.

Asparagus, Can. grass, 11-qt. bkt.	1 25	1 75
Beets, new, hamper	....	2 25
Beans, green, string, hamper	....	3 00
Beans, golden wax, hamper	3 00	3 25
Cucumbers, Can., hothouse, 11-qt. basket	2 00	2 25
Cucumbers, Florida, hampers, 6 doz.	3 00	3 50
Cabbage, case	3 00	3 50
Carrots, new, hamper	....	2 00
Celery, Florida, half case	....	3 00
Lettuce, per doz. bunches	0 20	0 30
Canadian head lettuce, doz.	....	1 00
Mushrooms, 4 lbs.	....	....
Onions —		
Texas, 50-lb. box	....	2 75
Green, per doz. bunches	....	0 30
Potatoes —		
N. Brunswick Delawares 90-lb. sacks	....	4 75
Elbertas, bag	1 25	1 50
New, barrel	....	13 00
Peas, green, hamper	2 50	2 75
Radishes, doz. bunches	....	0 25
Spinach, bushel hamper	0 40	0 50
Green peppers, doz.	....	1 00
Tomatoes, Miss., 1-bkt. carriers	....	1 75
Parsley, basket	....	0 75
Watercress, basket	0 30	0 50
Turnips, new, hamper	....	1 50

Strawberries May Be Light Crop This Year

Toronto.

FRUIT. — Local strawberries are expected to be in light crop this season according to reports given to the commission merchants by growers in different parts of Ontario. The district around Clarkson is expected to have a good yield but so far reports from other districts have not been encouraging. A couple of crates of local berries from Freeman, Ont., reached the market on Friday of last week and by the latter part of the present week and next week shipments are expected to be more general. The price secured for arrivals last week was 22½c per quart. Oranges are in firm market with higher prices recorded during the week. Grapefruit also showed an upward tendency as stocks are getting light. Cuban pineapples have been arriving in rather poor shape, there being a lot of waste in shipments due to over-ripeness. Lemons were in generally firmer market, being quoted from 50c to $1.50 per case higher. Verdilli lemons arrived and were quoted at $5 per case.

Apples—		
Boxes, American	2 75	3 00
Bananas, yellow, bunch	2 00	4 00
Bananas, red, bunch	2 50	3 00
Cherries, Cal., box	2 50	3 00
Oranges—		
Cal. Navels	4 00	4 25
Cal. late Valencias	4 25	4 50
Grapefruit, Cuban, case	4 00	4 25
Florida, case	4 00	4 25
Lemons, Cal., case	4 50	5 00
Messinas, case	....	5 00
Pineapples, Cubans, case	3 75	4 00
Rhubarb, doz. bunches	0 20	0 30
Strawberries, 1-qt.	0 16	0 18
Watermelons, each	0 60	0 85

MANITOBA MARKETS

WINNIPEG, June 20.—There are some interesting changes in the market. Sugar declined 15c per cwt. last weekend, but there is a fair demand with preserving coming on. The hog market declined over $2.00 per cwt. in about two weeks, and this has brought down the price of bacon. A decline in lard, now that butter is coming along, would not be surprising. There is an easier feeling to the tapioca market owing to the arrival of a cargo at Vancouver. Tapioca had been selling as high as 13½c, and sago correspondingly high. Coffee is being offered freely. There was a strengthening of the market some time ago, but this has disappeared. With the market for the sale of coffee limited, the supply is abundant.

A supply of cocoanut has arrived at Vancouver, which should keep the West going for some time. Bran and shorts are selling a few dollars per ton less than a week ago. There was a slight advance in the price of wheat. Tomatoes and strawberries, which are big sellers, have been scarce on the Winnipeg market, but should be coming along now. Potatoes are up ten cents per bushel.

Good Sugar Demand For Preserving

Winnipeg.

SUGAR.—On Friday June 15, a decline of 15c per bbl. went into effect on all grades in Manitoba. The basis now for standard granulated is 8.95. Since the sugar market began to show weakness the demand for sugar out West has held up very well. The demand for preserving is beginning to come in, and there has been a lot of sugar bought for it. It is figured her that there will be a steady demand right along for preserving.

Hot Weather May Hold Corn Syrup Down

Winnipeg.

SYRUP.—There is no change in corn syrup although the market has been exceptionally high, in fact it was impossible to secure corn here. It was expected that another advance would take place, but in the hot season demand falls off somewhat.

2-lb. tins Beehive" and "Crown"	$4 73
5-lb. tins "Beehive" and "Crown"	5 13
10-lb. tins "Beehive" and "Crown"	4 86
20-lb. tins "Beehive" and "Crown"	4 87
½ bbl. "Beehive" and "Crown"	7 50
Crown, in quart sealers	4 43
"Lily White," 2-lb. tins	5 23
"Lily White," 5-lb. tins	5 63
"Lily White," 10-lb. tins	5 36
"Lily White," 20-lb. tins	5 37

New Prices On Pears, Peaches, Apricots

Winnipeg.

DRIED FRUITS.—The market on evaporated apples has been going up again. Jobbers are paying in the East what the retailers are paying to-day, i.e. 13¾. This means that the retailer will be paying in the neighborhood of 15c for choice 50's before very long. Pears, peaches and apricots all advanced in California and jobbers will be compelled to ask higher prices from their retail customers. The following quotations will likely go into effect:—Peaches choice 25's, 12c; 10's, 13. Apricots, choice 25's, 29-30c, standard 28-29c. The advance in apricots is rather heavy as packers in California put their prices up three to four cents. Pears—the California market went up one cent per pound, and adding duty, this will make the price here up 1½c per lb. Quotations had not changed early this week, but the following prices should be in order: Pears, choice halves, 25's, 13¾c, 10's, 14¾c. Prunes are advancing again,

but while jobbers generally have not advanced their quotations, they will be compelled to do soon.

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb..	0 13¼	0 14
Apples, 25-lb. boxes	0 13¾	0 14¼
Apples, 3-lb. cartons, each....	0 44	0 52
Pears, choice, 25's	....	0 15½
Apricots—		
Choice, 25's	0 29	0 30
Choice, 10's	0 30	0 31
Peaches—		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants—		
Fresh cleaned, half cases, Australian, lb.	0 19	0 22
Dates—		
Hallowees, 68-lb. boxes	....	0 12⅛
Fards, box, 12 lbs.	....	2 00
Raisins, California—		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes.	....	0 10
3 crown, loose, 10-lb. boxes.	....	0 10½
Figs—		
Cooking, in mats	....	0 07½
Mediterranean, 33-lb. mats....	....	0 08½
Prunes—		
90 to 100, 25s	0 11¼	0 12½
40 to 50, 25s	0 15½	0 17
Peels—		
Orange, lb., 7-lb. boxes.....	....	0 22½
Lemon, lb., 7-lb. boxes.....	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

Split Peas Scarce; Bring $9.50 For 98's

Winnipeg.

DRIED VEGETABLES.—There still seems to be quite a few white beans on the market, but the price being asked is just as high, or higher. On fancy white, jobbers are quoting $7.50. Limas can be had at 20c. Split peas are becoming very scarce, and in some cases are bringing $9.50 per bag of 98's.

White beans, bush.	....	7 50
California Lima Beans—		
80-lb. sacks	0 20	0 25
Peas—		
Split peas, sack, 98 lbs.	7 50	9 50
Whole green peas, bush.	....	5 50
Whole yellow, bushel	....	5 00

Easier Tapioca Market; Had Been Selling 13½c

Winnipeg.

RICE.—Jobbers do not appear to have put a second advance on rice into effect yet, but they state that it is bound to come. As previously stated in CANADIAN GROCER, this advance will go into effect gradually. There has been an easing off in the tapioca and sugar market owing to the arrival of a large shipment at Vancouver. There has been a scarcity here, and tapioca was quoted as high as 13½c.

Japan, No. 1, lb.		0 06½
Japan, No. 2, lb.		0 05¾
Siam, lb.		0 05¼
Patna, lb.		0 06¾
Tapioca, lb.	0 10	0 13
Sago, lb.	0 09	0 12

Higher Prices On Sardines And Herrings

Winnipeg.

CANNED FISH.—Prices rule high on spot goods for both sardines and herrings, as supplies are very limited. Packers are at present busy packing sardines. Prices have been named on some lines, but not on all. They will be much higher than they were last year. It is reported that one packer names a price on cars as soon as it is ready to ship, and buyers accept or decline at that price.

No Scarcity Of Tea In Winnipeg

Winnipeg.

TEA.—The market in the East is steady but remains very high. It is expected that high prices will rule later on as freight is expected to cost more, and there will be difficulty securing space, as a greater number of steamers are required by the Government. It is stated that the entire Blue Funnel Line has been taken over by the Government. However, stocks of tea in Winnipeg are very good, and there is really no scarcity in Winnipeg.

Tomatoes And Strawberries Are Temporarily Scarce

Winnipeg.

FRUITS AND VEGETABLES. — There was a scarcity in Winnipeg last week of strawberries, practically none being offered. This was due to the Hood River berries not being in. But they were expected this week, and should be offered around $5.00 per case of 24 pints. Navel oranges are practically finished, and their place now taken by Valencias at $4.50 to $5.00 per case. Florida tomatoes are done. Mississippi tomatooes are on the market at $2.00 per case. Tomatoes are perhaps the biggest seller just now, but they may be somewhat of a luxury for the next three or four weeks as Mississippi crop was short, and the market is cleaned up already. Until Ontario tomatoes began to come in, the price is likely to be high. New turnips are offered at $5.00 per bag, and new carrots at $6.00 per bag. Florida celery has arrived at $4.00 per crate. Potatoes are up to $2.00 per bushel. Home-grown parsley is now on the market at 40c per doz. There is an advance to 6c per lb. in bananas. Washington rhubarb is finished. Cherries are down slightly, being quoted at $3.00 or $3.25 per box.

Asparagus, crates		2 50
Beans, wax, hamper	....	4 50
Beans, cream	....	3 50
Manitoba potatoes, bushel	....	2 00
Celery, Florida, crate	....	4 00
Cucumbers, box	....	4 50
Cucumbers, hamper	....	5 00
Carrots, new, bag	....	6 00
Turnips, new, bag	....	5 00
Cabbage, Cal., lb.	....	0 05
Lettuce, leaf, doz.	....	0 40
Imported mushrooms	....	1 00
Parsley, home grown	....	0 40
Peas, green, lb.	....	0 20
Tomatoes, Mississippi, case	....	2 00
Fruits—		
Oranges, Valencias	4 50	5 00
Lemons	....	6 00
Grape Fruit	....	6 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Strawberries, Hood Rivers, case 24 pints	....	5 00
Bananas, lb.	....	0 06
Pineapples, Cuba, case	....	5 00
Cherries, box	3 00	3 25
Watermelons, doz.	....	9 00

OFFICERS OF MANITOBA R.M.A.

The officers elected for the ensuing year at the convention of the Manitoba Retail Merchants' Association follow:—

President, J. W. Kelley, Winnipeg; 1st Vice-president, R. J. Campbell, Brandon; 2nd Vice-president, F. Sparling, Winnipeg; Secretary, J. H. Curle, Winnipeg; Treasurer, T. A. Connell.

Members of the Dominion Board—C. F. Rannard, A. G. Box, J. A. Banfield, J. H. Curle and W. T. Devlin, Winnipeg.

Advisory Board—William Chambers, Hamiota; A. F. Higgins, Winnipeg; W. Jamieson, Selkirk; D. D. McDonald, Dauphin, and C. F. Rannard, Winnipeg.

CORNWALL CITY DAIRY EXTENDED

The Cornwall, Ont., civic dairy, which heretofore has handled only cream, milk, buttermilk and butter, has now been extended to handle in addition eggs, cheese, ice cream and farm produce. A small cold storage plant is also planned. The report of the year showed that 100,000 pounds of butter had been made and sold within 25 miles of Cornwall. In the manufacture of cheese it is planned to develop a trade in small individual packages of 1, 5 and 10-pound sizes of Canadian stiltons and of cream cheese of all descriptions. There is a growing demand for these goods in Canada, and there are few, if any, plants in Ontario for such manufacture.

VANILLA CROP IN GUADELOUPE

The curing of the 1916 crop of vanilla in Guadeloupe, is about finished, and although the total production has been at least 10,000 pounds less than the previous year, planters have made good profits. Competition between buyers has been keen, and prices for green beans have been higher than ever. Reports having reached the dealer that the Mexican crop has been poor, they are of opinion that prices in the United States and Canada are going to rise and are therefore in no haste to sell their stocks.

MONTREAL

Halifax, June 22.—The Lunenburg banking fleet continue to arrive with better catches than at first reported. The catch will be a fair one and with the prices ruling high, the fishermen should prove to have done very well. The prices quoted by them are regarded as too high by local buyers and the prediction is that they will not be maintained. It is stated that at the figures there would be a considerable loss to the dealer. All the European dried fish markets are strong, but Nova Scotia is not much interested as she has no way of making shipments. The West India markets are in good shape and report a shortage of supplies. The only off market is Brazil. Southern Brazil reports arrivals of 5000 casks of Norwegian and Scotch fish from England—a surprise to exporters here and rather a refutation of the supposition that the mother country is starving for food.

FLOUR AND CEREALS

Flour Market Declines 40c.

Montreal.

FLOUR AND FEEDS.—A dull market with little demand, and only hand to mouth buying was reported this week in flour. The fluctuations of the past weeks were blamed for the condition. People are disinclined to buy more than bare requirements when the market is undecided. A decline took place on Wednesday of this week of 40c per barrel. Much lower wheat would mean lower flour than present quotations. At the same time it was pointed out that cash wheat has not fallen off in the same ratio as October wheat, and this is regarded as significant. News from the North West is better this week. It is estimated that the recent rainfall out on the prairies is worth at least a million bushels of wheat extra for the acreage watered. This in view of an absolutely unavoidable world shortage of many million bushels may not seem a great deal, but under the circumstances every bushel counts. Predictions are not made for fall, and there is uncertainty as to price tendencies even for the next weeks. In feeds, however, there is weakness and a remarkably good demand considering the season. Bran and shorts declined $2 per ton. Other lines are holding steady. Winter wheat advanced a little following the firmer tone in Manitoba flour last week, and is quoted higher this week, but the market for this is exceedingly quiet.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 50	13 70
Second patents	13 00	13 20
Strong bakers	12 80	13 00
Winter Wheat Flour—		
Fancy patents	13 75	14 00
90%, in wood	13 00	13 25
90%, in bags	6 25	6 40
Bran, per ton	32 00	34 00
Shorts	38 00	40 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 83	0 85
Barley, pearl, 98 lbs.	8 00	9 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 25	6 50
Cornmeal, yellow, 98 lbs.	5 25	6 00
Graham flour, 98 lbs.	....	6 50
Hominy, grits, 98 lbs.	6 50	7 50
Hominy, pearl, 98 lbs.	6 50	7 50
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	....	5 00
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 75	5 00
Whole wheat flour, 98 lbs.	....	6 50
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	6 75

Cereals Show Some Further Firmness

Montreal.

CEREALS.—There have been some stronger notes in the market for cereals this week, the flour market's stronger tone of last week having influenced the wheat based cereals. These, however, may follow flour to less strength should wheat decline further. Barley is firmer. Hominy is costing more. Split peas are higher. Corn meal is firmer. Rolled oats are in stronger market, and the demand generally for cereals is reported normal.

Flour Down; Demand Light

Encouraging Reports from West Have Had Effect of Driving October Option on Wheat to Lower Levels.

Toronto.

FLOUR.—With generally encouraging reports from the Canadian West on the progress of the crops there has been a tendency to lower levels in wheat throughout the week. On Wednesday of last week cash wheat in Winnipeg closed at $2.62 on Tuesday of the present week it was quoted at $2.48. The October option on wheat was down even more than the cash wheat, a decline of 20⅝c per bushel having been recorded during the week, closing on Tuesday at $1.93. In the face of this condition the prices on Manitoba flour declined 40c per barrel. Ontario flour is holding up well in price, being quoted at $13.60 per barrel for first patents, although the range also went as low as $12.50. Demand for flour locally is very light but some mills are still shipping considerable quantities to the United States of the Ontario winter wheat flour.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$13 40	$13 60
Second patents	12 90	13 10
Strong patents	12 70	12 90
Ontario Winter Wheat Flour—		
High patents	12.50- 13.60	12.70- 13.90
Second patents	12.10- 13.20	12.30- 13.50

Corn Products In Higher Market

Toronto

CEREALS.—Higher prices prevailed in the market for corn flour, cornmeal, farina, hominy grits and pearl hominy during the week, the advance amounting to 10c per bag quite generally, with the exception of farina in which the advance was 15c. Oatmeal was 5c per sack lighter from the prices quoted at low level last week, while rolled oats were quoted at $4.65. There has been a fairly good demand for cornmeal but demand for bulk oats is somewhat lighter. Orders have been placed for August and September delivery on rolled oats. Demand for pot and pearl barley is falling.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	....	7 00
Corn flour, 98 lbs.	5 75	6 20
Cornmeal, yellow, 98 lbs.	5 10	5 50
Farina, 98 lbs.	6 85	7 25
Graham flour, 98 lbs.	6 65	7 00
Hominy grits, 98 lbs.	..	5 75
Hominy, pearl, 98 lbs.	....	5 75
Oatmeal, 98 lbs.	5 15	6 25
Rolled oats, 90-lb. bags	4 65	4 75
Rolled wheat, 100-lb. bbls.	7 00	7 15
Whole wheat flour, 98 lbs.	6 50	6 65
Wheatlets, 98 lbs.	6 85	7 25
Peas, yellow, split, 98 lbs.	10 20	11 00
Blue peas, lb.	0 10	0 12

Above prices give the range of quotations to the retail trade.

Brand Demand Light With Shorts Good

Toronto.

MILLFEEDS.—Demand for bran is now very light but there are still quite good quantities of shorts and middlings going into consumption. Prices were generally steady during the week, although in certain quarters bran was quoted 50c under the low quotation of last week, making the range from $32.50 to $34.00 per ton. Special middlings were also quoted $1 down by some mills but the larger Western mills quite generally quoted at $50 on special middlings.

	Mixed cars ton	Small lots ton
Mill Feeds		
Bran	$32.50-$34.00	$33.50-$36.00
Shorts	39.00- 40.00	41.00- 42.00
Special middlings	44.00- 50.00	46.00- 52.00
Feed flour, per bag	.....	3.05- 3.50

Future Of Wheat Still In Doubt

Winnipeg.

FLOUR AND FEEDS.—First patents early this week were bringing $13.30 per barrel. This is 30c per barrel higher than last week, an advance of 30c taking place June 12, following an advance in the price of cash wheat but declined to $13 per barrel June 19. The flour business is reported quiet by all the mills. As flour stocks in the country are low, they will have to be replenished at an early date. It is not known exactly what is going to happen to wheat. At the Winnipeg Grain Exchange trading in Octobers continues. A commission is being appointed to look into trading at the exchange. It was thought that this commission was appointed to fix the price of wheat, and if they did this, there would be no futures to trade in. On the other hand, it is expected that trading in Octobers will continue right along, and that possibly we shall get back to where we were before. Rolled oats in bulk declined 25c during the week to $3.50 for 80's; package oats, which was selling at $4.50 per case, is now selling on a $4 basis. There is very little demand for package oats, and little attempt is being

made to sell, as at that price it is below cost of raw material. The corn market continues very high, and corn can hardly be bought at all. Feeds—Bran and shorts have eased off a little, which usually happens at this time of the year, when pastures are coming on. Demand for shorts is still big in the East. Prices have declined, and quotations are as follows:—Bran, $28; shorts, $35; mixed chop still bringing $52.

Flour—		
Best patents	....	13 00
Bakers	....	12 50
Clears	....	11 90
XXXX	....	10 90
Cereals—		
Rolled oats, 80's	....	3 50
Rolled oats, pkgs., family size.	....	4 00
Cornmeal, 98's	....	5 00
Oatmeal, 98's	....	4 85
Feeds—		
Bran, per ton	....	28 00
Shorts, per ton	....	35 00
Mixed chop, ton	....	52 00

PRODUCE AND PROVISIONS

(Continued from page 50)

butter has declined considerably. No 1 creamery is 37c, and No. 2, 36c. Cheese—With the make now becoming heavy, and the fact that the cheese commission have set a price on cheese, the market has declined considerably, 20c-21c being the prevailing prices.

Fresh Eggs—		
New laids	0·30	0 33
Dairy	....	0 30
Cheese—		
Ontario, large Sept.	0 26	0 28
Ontario, large fresh	0 26	0 28
Manitoba, large, fresh	0 22	0 24
Butter—		
Fresh made creamery, No. 1 cartons	....	0 41
Fresh made creamery, No. 2...	....	0 40

GOING AFTER TRADE WITH A BULLETIN

IN these modern times most men engaged in business are thoroughly sold on the idea of the advantages to be gained from advertising. The only question with most of them is how to make the amount of their advertising appropriation get the best results. In the smaller communities, it is possible to use the local newspapers and for a moderate expenditure get the most satisfactory results. As the town in which the store is located increases in size, however, this matter becomes more and more complicated. Here the merchant doing a fair-sized business is brought into competition with businesses of far greater magnitude, and who naturally are prepared to spend more money in their advertising than the smaller store can well afford to do, and consequently his advertising is dwarfed by the larger display of the large merchant, and may very possibly be overlooked. Then, too, as the size of the town increases the actual selling selling power of one newspaper as far as the store in the suburbs is concerned at least actually decreases. This at least is the belief of D. K. Clark, who carries on a thriving grocery, meat and hardware business at Ottawa Street, Hamilton.

Despite this fact, Mr. Clark is a firm believer in the power of advertising, but he figures that only the advertising that reaches his customers, or people who might possibly become customers, can be of any value to him. Newspaper advertising here, he contends, might draw people to the centre of the town, but it will not draw them towards the outskirts, and it is on the outskirts in a thriving and progressive district. Therefore, he has had to develop his own form of advertising.

The Monthly Bulletin Idea

The idea that Mr. Clark has developed is the idea of a monthly bulletin that deals particularly with the interests and also the needs of the community it is designed to reach. For instance, from that community there have gone to the front a very unusual proportion of men. Every famliy has a personal interest in the war. Mr. Clerk himself has a son at the front, and all are eagerly awaiting news of any of the boys from that section. For that reason Mr. Clark tries to get for this bulletin items of news regarding these boys, scraps from letters, or items of unusual interest clipped from papers that would not be available to all the readers. Items, too, of local interest are dealt with. In other words, it is made the local organ of the district that surrounds the store.

Not a Great Expense

Now it looks as though the issuance of a monthly four-page booklet might entail quite an item of expense.

This is not the case, however. There is a certain amount of labor connected with it, but if you set aside the item of labor, the bulletin pays for itself. In the district in which Mr. Clark is located there is quite a collection of stores. These stores were interested in the bulletin and willingly joined in the scheme. Mr. Clark gave the assurance that there would be no competitive advertising on the bulletin. When a merchant took space to advertise a certain line, he was assured that he would be the only one so advertising. There is one grocer, one shoe store and one hardware, and so on. Each month there are 1,000 copies printed at a cost of $11. Slightly over half of each page is devoted to the actual bulletin, leaving a place at the top and bottom for advertising. For this space on the back cover the charge is three dollars a month, and for the same space on the inner pages $2.50, making a total of $16 per month.

There is, of course, the expense of delivery to be set against this. It is a comparatively small item, however. Five boys do the work for a total of $2.50. These boys go out under the supervision of Mr. Clark's son or the head clerk to make sure that none of the work is scamped, and the bulletins are actually delivered into 14,000 homes a radius of about three-quarter of a mile on every side of the store. These homes are all more nearly associated with this district than with any other. Therefore, it is advertising in which there is no waste. In the actual matter of expense, there is a revenue of $16 against an expenditure of $13.50, leaving a small margin to compensate for the time taken in getting out the bulletin.

Effective Advertising

It would seem to be an effective form of advertising, but is it? That is a question not easily answered. You can't question everybody who enters a store as to why they came; that system would lack graciousness, and would not tend to be helpful. So despite the desire to know just what the power of certain advertising is, it can only be determined by more or less indefinite means. Mr. Clark has noted enough of these instances, however, to convince him that there is a real pulling power in the idea. One day it will be a woman dropping in to ask the price of some article illustrated in the last bulletin. Another time it is a stranger dropping in to ask if she might have an extra copy of the bulletin. Thus the buying public of the section is made familiar, not only with the name of the store, but with the store itself, and the chances are that when they need some article that the store has advertised that it is there they will go to get it.

A Developing Business

Mr. Clark has only been in business in this section for a few years, starting with a grocery store, that gradually became a thoroughly paying venture, and that was then further enlarged to take in a meat department. The latest addition has been the hardware department, that bids fair to put all the others into the shade. Each department has its separate quarters, though they are all connected by doorways. Mr. Clark himself keeps a general oversight on the whole business, though he has associated with him his son, who has complete charge of the meat end of the business doing all the buying of that and the fruit, while Mr. Clarke himself does all the buying for the grocery and hardware. In the few years that the business has been in operation it has grown into very fair proportions, and is a decided factor in the community.

BREAKFAST FOOD FIRMS SETTLE DIFFERENCE IN THE COURTS

Andrew Ross, formerly associated with the Shredded Wheat Company and Kellogs Toasted Corn Flakes Co., and more recently head of the Ross Food Co., has been found guilty by a Cincinnati court of imitating the biscuit of the Shredded Wheat Company, with the unlawful purpose of so by unjustifiable means getting some of that company's trade. The judgment restraining him is the end of a long series of litigations over the rights to use and market the product in any shape the defendant might desire without reference to the plaintiff's rights in the matter. In this contention Mr. Ross has not been found to be within the law.

THE PEACEFUL END OF THE MULE

"Why," asks a Missouri paper, "does Missouri stand at the head in raising mules?"

"Because," said another paper, "that is the only safe place to stand."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., June 19.—New potatoes have reached the local market in plentiful supply and are quoted at 12c per pound, wholesale. At these prices they are not going into consumption very fast. As intimated in previous dispatches there are still plenty of old spuds, though an effort is being made to force up prices. One hundred dollars per ton is being asked for well-stored potatoes with the eyes rubbed good and dry. Onions are a drug on the market and are being sold at any price to get rid of them. Sugar is firm at last week's quotations and the demand is increasing owing to incoming of local fruit. British Columbia strawberries will be at flood next week if present weather conditions continue. To-day berries were quoted at $5 for 24-basket crate. It is hard to go in a direct line of egg situation. Many storage eggs are apparently coming out and the price has wobbled somewhat. Butter and cheese are both easier. Flour has shaded off a bit. Good rice is scarce but prices are unchanged.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	....	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	....	14 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1	....	142 00
Do., Siam, No. 2	....	127 00
Beans, Japanese, per lb.	....	....
Potatoes, per ton	75 00	85 00
Lard, pure, in 400-lb. tierces, lb.	....	0 27
Butter, fresh made creamery, lb.	....	0 46
Eggs, new-laid, in cartons, doz.	....	0 43
Cheese, new, large, per lb.	....	0 27

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 19.—Flour advanced 30c per barrel on Thursday of last week but declined the same amount to-day. Creamery butter has declined to 40c per pound. Large Ontario cheese is now quoted at 25½c to 27c per pound. Quotations on small white beans are from 12c to 15c with sago and tapioca at 10c to 12½c. Siam rice is quoted at $5.15 to $5.35 per hundred pounds. All lines of salmon are higher, pink 1-lb. talls being quoted at $7.25 per case. Preserved strawberries 2's are now quoted at $5.25 to $5.60, while raspberries are quoted at $5.40 to $5.85 per case. Evaporated and condensed milks have again been advanced 25c per case. Bacon has been advanced ½c per pound, but hams are down ½c. Gem lye has has been advanced 45c per case.

CALGARY:		
Beans, small white, Japan, lb.	0 12	0 15
Flour, No. 1 patents, 98s, per bbl.	....	13 30
Molasses, extra fancy, gal.	....	0 82
Rolled oats, 80s	....	3 50
Rice, Siam, cwt.	5 15	5 35
Sago and Tapioca, lb.	0 10	0 12½
Sugar, pure cane, granulated, cwt.	....	9 55
Cheese, No. 1 Ontario, large	0 25½	0 27
Butter, creamery, lb.	....	0 40
Lard, pure, 3s, per case	....	16 80
Eggs, new-laid, case	9 50	10 50
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 70	4 00
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case	....	2 50
Strawberries, 2s, Ontario, case	5 25	5 60
Raspberries, 2s, Ontario, case	5 40	5 85
Peaches, 2s, Ontario, case	....	4 40
Salmon, pink, tall, case	....	7 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, 19, June.—Flour took an advance of thirty cents a barrel on June 13, and the quotation to-day per barrel is $13.70. Spices in bulk are four cents a pound higher. Some lines of Fairbanks products have taken a slight advance of from ten to fifteen cents a case. Gem lye is thirty-five cents higher. Practically all lines of canned milks have advanced about twenty-five cents. Keen's mustard shows an increase of one and a half cents per pound; cheese is slightly lower at twenty-five and a half cents. All English tobaccos have advanced about three cents a pound.

REGINA—		
Beans, small white Japan, bu.	....	7 50
Beans, Lima, per lb.	....	0 20
Flour, No. 1 patents, 98s, per bbl.	....	13 70
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	4 25
Rice, Siam, cwt.	....	5 85
Sago and tapioca, lb.	....	0 11¼
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, gran., cwt.	....	9 24
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery, lb.	....	0 42
Lard, pure, 3s, per case	....	16 50
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 33
Pineapples, case	4 75	5 15
Tomatoes, 3s, standard case	....	4 65
Corn, 2s, standard, case	....	3 75
Peas, 2s, standard, case	....	2 95
Apples, gals., Ontario	....	2 35
Strawberries, 2s, Ont., case	....	5 15
Raspberries, 2s, Ont., case	....	5 45
Peaches, 2s, Ontario, case	....	3 75
Salmon, finest sockeye, tall, case	....	13 50
Salmon, pink, tall, case	....	7 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, June 19.—The only change in flour is a 40 cent advance on Manitoba which is now $14.80. Granulated cornmeal advanced $1.25, and is now $11. Molasses jumped four cents to 68c; rice advanced to $7.50 and $8., sugar declined fifteen cents, standard granulated is now $8.40 to $8.45, bright yellow is $8.20 to $8.25. No. 1 yellow is $8. to $8.05 and Paris lumps $9.50 to $10. Pure lard is 29½c to 29¾c, American clear pork is $52. to $55.; Ontario peaches $4.30, candied citron peel 35c to 37c; Oregon apples $4. to $4.25; Messina lemons $5.50 to $6; potatoes, $6; eggs in the case, 36c to 37c per dozen and new laid 38 to 40 cents.

Flour, No. 1 patents, bbls., Man.	....	14 80
Ontario	....	14 05
Cornmeal, gran., bbls.	....	11 00
Cornmeal, ordinary, bags	....	3 50
Molasses, extra fancy, gal.	....	0 68
Rolled oats, bbl.	....	10 00
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	7 50	8 00
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 40	8 45
Bright yellow	8 20	8 25
No. 1 yellow	8 00	8 05
Paris lumps	9 50	10 00
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 38	0 40
Eggs, case	0 36	0 37
Roll bacon	....	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 37	0 38
Lard, pure, lb.	0 29½	0 29¾
Lard, compound	....	0 22¾
American clear pork	52 00	55 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	4 70
Corn, 2s, standard case	....	3 60
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	....	3 50
Strawberries, 2s, Ont., case	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case	....	4 30
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 50	7 00
Salmon, Cohoes, case	9 50	9 75
Salmon, Chums	5 75	6 00
Sardines, domestic, case	....	6 00
Cream tartar	0 51	0 54
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 13	0 13½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon	0 28	0 30
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Apples, Oregn, box	4 00	4 25
Lemons, Messina, box	5 50	6 00
Lemons, Cal., box	....	5 50
Oranges, Cal., box	4 75	5 25
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	..	6 00
Onions, Bermudas, 50-lb. crate	3 00	3 25
Tomatoes, Florida, 30-lb. crate	4 00	4 50
Cucumbers, doz.	....	1 50

PRODUCE AND PROVISIONS

Hog Prices Easier But Products Firm

Montreal.

PROVISIONS.—The market for live hogs opened steady at the recent decline, but gathered a little strength later. From $15 to $16 were the general quotations for live hogs. Dressed hogs were quoted at $22.50 to $23 per 100 pounds. The lower prices for live hogs had no appreciable effect on prices of the cured meats as the product now being sold was made from high-priced hogs. The Chicago market continues firm. Lard is particularly firm, there being an advance in the Chicago market of 1¾c a lb. since June 1. The Chicago price is thus too high to permit much importing. Demand for shortening and cotton seed oil is large, as the spread in price between compound and pure lard tends to turn the demand more to shortening.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots	0 24	0 25
Long clear bacon, small lots	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	....	0 43
Hams, roast, per lb.	....	0 47
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 29
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	0 23
Tubs, 50 lbs.	0 23	0 23¼
Pails, 20 lbs., per lb.	0 23¾	0 24
Bricks, 1 lb., per lb.	0 24	0 24¼

Poultry Prices Are Steadily Maintained

Montreal.

POULTRY.—Receipts of live poultry are fairly large, but very few broilers and ducklings have been marketed yet, as they are not fat enough. The demand for cold storage poultry is better, and there is no reason why it should not be still larger yet, as the prices of finest cold storage poultry indicate that this line of foodstuff is as cheap if not cheaper than any other product in the meat line to-day.

Poultry—	Dressed	Live
Old fowls	0 20	0 24
Chickens, milk-fed, crate, fattened lb.	0 30	0 25
Old roosters	0 20	0 17
Roasting chickens	0 25	0 27
Young ducks	....	.. 25
Turkeys (old toms), lb.	0 32	0 25
Turkeys (young)	....	0 33

Egg Market Is A Good Deal Easier

Montreal.

EGGS.—The market for eggs during the past week has taken a further decided slump, due to heavy receipts, heavy production, lack of outside demand, and the fact that some of the larger dealers who store eggs have discontinued operations, having secured their requirements for this season. Price of eggs in the country to-day is 30c f.o.b., and in some districts even 2c per doz. less. Latest cables from England state that the market there is still demoralized, and that if eggs were to be sold for export to-day they would have to be about 27c f.o.b. Montreal. Advices from the West state that there is greatly increased production there this year. None of these eggs, however, are coming East, as the price is too high, and besides there are plenty eggs for local consumption. Chicago and New York markets report 60,000 cases in excess of the corresponding week last year, and market there is weak. Storage space is fast filling up, and everything points to even lower prices.

Eggs—		
New laid, specials	0 41	0 42
Selects	0 39	0 40
No. 1's	0 36	0 37
No. 2's	0 33	0 35

Butter Prices Show An Easier Tendency

Montreal.

BUTTER.—Country prices for butter are easier. Thirty-six and an eighth cents per pound was reported from Cowansville, for creamery prints, and these are selling to the retailer in the city this week at 38c or a shade over that, 38½c. The supplies of butter in the country are plentiful, and the quality is reported good. Receipts in Montreal for the week ending June 16th were 16,884 packages, an increase of 3,866 pkgs. as compared with the previous week, and of 1,442 pkgs. as compared with the corresponding week last year. St. Hyacinthe prices fell below Cowansville, and as low as 34½c. The outlook is towards easier prices as production reaches its height. Demand is good, and there is activity on the market generally.

Butter—		
Creamery prints (fresh made)	0 38	0 38½
Creamery solids (fresh made)	0 37½	0 38
Dairy produce, choice, lb.	0 34	0 35
Dairy, in tubs (choice)	0 32	0 33
Bakers	0 29	0 30

Cheese Market Is Much More Active

Montreal.

CHEESE.—The week finds a much more active cheese market, due to the operations of the Cheese Buying Commission for Britain. Export orders are being placed with the various centres, and prices have ranged from 20½c (paid in Montreal for supplies f.o.b. country) to 21 5-16c paid in the country for new season's cheese. Speculation has practically ceased in cheese owing to the presence of the Cheese Commission, and the market is firm and steady, with production good and quality well up to standards. Arrivals in Montreal for the week ending June 16th were 84,513 boxes, being an increase of 31,046 boxes over the previous week, but a decrease of 2,754 boxes as compared with the corresponding period last year. Receipts since May 1st also show a considerable decrease as compared with the corresponding period last year, much cheese being held in the country.

Cheese—		
Large (new), per lb.	0 23	0 23½
New twins, per lb.	0 23	0 23½
Triplets, per lb.	....	0 23½
Stilton, per lb.	....	0 25
Fancy, old cheese, per lb.	....	0 30

Honey And Maple Syrup Steady

Montreal.

HONEY AND MAPLE.—In both honey and maple product the market has been steady during the past week, with the general tone quite firm for maple product and demand for honey rather slack. American buyers are still interested in maple sugar, and are taking car load lots where obtainable. Prices of maple syrup and sugar are as quoted for average grade syrup, but as high as $1.75 and even $2.00 is being asked for extra choice goods in 13 lb. cans.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins	....	0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 15	0 16

Lard Down; Hogs Easier

Toronto

PROVISIONS.—With the slackening up in business in lard and compound which is a normal condition during the latter part of June and the month of July there has been more competition for business and prices have been easier in consequence. Pure lard in tierces was quoted down ¼c in some instances and compound was down ½c. There has been no heavy accumulation of stocks by packers and this condition has permitted a shading of prices when the





Quality and Prices that will interest every customer

Here are three delicious Canadian - made table favorites:

H-G Sauce (Fruit)
E-P Sauce (Worcestershire), and
Ta-Bell Vinegar.



Send for samples. Get your customers acquainted with the unequalled goodness of these lines. Then you'll find the demand steady and the profits worth having.
Order now and support Canadian enterprise.

The Canada Sauce & Vinegar Co.

519 King St. W. - Toronto

Use the JB. Combination Slicing Machine



Slices quickly and easily any desired thickness

Folds up when not in use.

A splendid piece of time and money saving equipment. Price moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers
73 Warren Street
NEW YORK

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than $50,000 to produce*, but it sells for

ONLY $10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

season of light demand is on. Last year the months of June and July continued an exception to the general rule of a light demand during the summer months, but there is every indication that demand this year is likely to be normal during the summer months. In the market for compound there is a strong position in cottonseed oil, an advance having been recorded in this commodity during the week but the local condition of trade caused the drop in price. Live hogs were also ½c per pound easier. There were fairly heavy arrivals at the stockyards during the week and from reports farmers apparently have some hogs still to sell. Meats for the most part held steady in price, with a fair demand.

Hams—		
Medium, per lb.	0 29½	0 31
Large, per lb.	0 25	0 28
Backs—		
Plain	0 34	0 36
Boneless, per lb.	0 38	0 40
Bacon—		
Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 26½	0 28
Wiltshire (smoked), per lb.	0 28	0 31
Dry Salt Meats—		
Long clear bacon	0 25½	0 27
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 39	0 43
Hams, roast, per lb.	0 41	0 45
Shoulders, roast, per lb.	0 37	0 41
Barrel Pork—		
Mess pork, 200 lbs.	47 00	48 00
Short cut backs, bbl., 200 lbs.	49 00	50 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26¼	0 27
Compound tierces, 400 lbs., lb.	0 21¾	0 22

In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—		
Dressed, abattoir killed	23 00	25 00
Live, off cars	....	15 25
Live, fed and watered	....	15 00
Live, f.o.b.	....	14 25

Butter Coming Free: Lower Tendency Noted

Toronto

BUTTER.—With heavy arrivals of butter there was a tendency to easier prices on the local market during the week. Creamery solids were down 1c and the disposition was to look for lower prices. With bright weather and plenty of rain there has been excellent grass and the milk cows have responded with a fine production of milk. With the price of cheese down there has also been a tendency to turn milk into butter rather than cheese. With a continuation of present conditions there is every reason to believe that heavy production will continue for some time.

Creamery prints, fresh made	0 40	0 41
Creamery solids	0 38½	0 39½
Dairy prints, choice, lb.	0 36	0 37
Dairy prints, lb.	0 33	0 35

Arrivals of Eggs Heavy, Prices Down

Toronto

EGGS.—Production of eggs is quite heavy, so much so that it has been referred to by some commission men as an unexpected turn of affairs. With the backward spring the hens did not get down to their business and for a time it looked as though eggs would remain at fairly high levels. With the arrivals in the market during the past week a different complexion has been put on the egg market. A decline of 3c to 4c per dozen was recorded during the week and the market is still a sagging one. Commission men are placing the surplus supplies in storage and are endeavoring to take care of the excess in this way.

Eggs		
New laid, cartons	0 38	0 40
New laid, ex-cartons	0 35	0 37

Production of Cheese Is Also Quite Heavy

Toronto

CHEESE.—Conditions favoring the production of butter have also been the same in the case of cheese. Prices held steadily firm during the week in the face of the maintenance of the price by the purchasing commission of 21¾c per pound. Purchases from the factories were fractionally higher during the week, which indicated that commission men were making purchases at prices that would allow themselves very small margins when resold for export. There is a feeling among the cheese manufacturers and dealers that the provision of the Government in stipulating that cheese be graded at Montreal is unjust and that the examination and grading should be done at the point of manufacture. Resolutions have been sent to the Department of Agriculture at Ottawa by some County Councils of cheese-producing districts complaining against this regulation.

Cheese—		
New, large	0 22	0 23
Old large	0 28	0 31
Stilton	0 29	0 32

Hens and Chickens In Larger Numbers

Toronto

POULTRY.—There were heavier arrivals of both hens and spring chickens during the week. There is not much demand for spring broilers, however, and prices have been on the downward tendency in consequence. Live hens are also reaching the market in plentiful numbers but the sale for these is slow and there was a grading downward in the prices being paid. Turkey gobblers are arriving in good numbers but demand for them is quiet. And they are accordingly quoted down 2c per pound.

Roosters, live, per lb.	0 16	0 18
Hens, live, per lb.	0 20	0 23
Hens, fresh, dressed, per lb.	0 22	0 25
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 25	0 30
Do., dressed, 2 lbs. and over	0 25	0 30

Prices are those paid at Toronto by commission men.

Comb Honey Moving in Moderate Quantities

Toronto

HONEY, MAPLE SYRUP.—There is comparatively little activity in the market for honey in tins. Comb honey, however, is in fair demand and small quantities are finding sale. Interest in old-crop honey is fading now that new-crop begins to loom up with the coming of the clover. Conditions seem to point to a heavy clover crop with the abundance of moisture and this in turn seems to indicate a good honey production. Maple syrup is also in very quiet market, with prices holding steady at those of last week.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	....	1 75

Hog Market Weak; Decline In Provisions

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market has been weakening for two weeks or more, and has now dropped to a basis of $14.25 per cwt., the majority of hogs selling between $14.25 and $14.50. Apparently price had got too high, but it is difficult to account for the big decline, as the export market is very firm. Opinions here are to the effect that the real reason for the decline is that when hogs were selling at $16.25, the price was away beyond the price where any money could be made by packers, and the price of hogs had to come down in order to allow the packers to make any money at all. As a result of this lower price for hogs, there has been a corresponding falling off in the price of provisions; for example, breakfast bacon is to-day selling at 29c-32c; select breakfast, 32c-36c. In hams and dried salt meats, there does not seem to be any marked change, but packers say that prices of provisions are not out of line with the present cost of hogs. Provision prices will only go lower if hogs continue to come down. Lard remains on the same basis, i.e., 26¾c for pure lard in tierces, and 20¼c for compound. It is expected that a drop will take place in lard, as the make of butter will be heavy from now on, which will have a tendency to send prices down, or at least keep them from advancing further.

Hams—		
Light, lb.	0 30	....
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 29	0 32
Breakfast, select, lb.	0 32	0 36
Backs, regular	....	0 32
Backs, select, per lb.	....	0 34
Dry Salt Meats—		
Long clear bacon, light	0 25	....
Backs	0 26	....
Barrelled Pork—		
Mess pork, bbl.	....	45 00
Lard, Pure—		
Tierces	....	0 27
20s	....	5 70
Cases, 5s	....	16 72
Cases, 3s	....	16 80
Lard, Compound—		
Tierces	....	0 20¼
Tubs, 50s, net	....	10 25
Pails, 20s, net	....	4 25

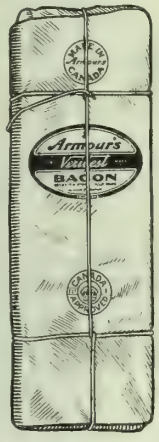
EGGS.—The market early this week was the same as that of the previous week. Winnipeg merchants paid 29c-31c delivered Winnipeg. Butter—Owing to the pastures being in fair condition and the make increasing, price of creamery

(Continued on page 45.)

Armour's Veribest

TRADE MARK

A Brand That Indicates Superlative Quality



Larger sales, bigger profits and repeat orders are inseparably linked with Armour's Quality Products. If first-grade goods appeal to your trade, you can confidently recommend Armour's.

HAMS, BACON, LARD, SAUSAGE —any one of the host of Canadian-made "VERIBEST" Products will satisfy the demands of your most exacting customers.



Made in Canada —at Hamilton, Ontario

Armour's QUALITY PRODUCTS

ARMOUR AND COMPANY

HAMILTON, ONTARIO, CANADA

1601

Bodley's Cakes sell and satisfy

We can supply you with the kind of Fruit Cake you want—the kind your customers will buy, the kind they'll come in again for.

All varieties of our Fruit Cake are put up in 5 and 6-lb. slabs to retail at 25c, 30c, 35c and 40c.

Bodley's Overseas Cakes in tin boxes are a big hit. Try them out.

We ship to all points.



C. J. Bodley

95 ONTARIO STREET TORONTO

TRADE EXCELSIOR MARK

"Excelsior" Brooms

The KIND that SELL on their MERIT

Broom prices are exorbitant, but, not as compared with the price of Corn. Brooms are over twice the average normal prices, while Corn is over three times its price.

No matter what the price, Brooms will be sold. We have them in many grades and styles. Try our Rex; Carpet Brooms; IXL; or No. 1. All good, serviceable Brooms, and are for sale. Get the prices.

J. C. SLOANE CO.

OWEN SOUND ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

RICE

THE ECONOMICAL FOOD FOR HOT WEATHER

For quick shipment ask for "Mount Royal Mills" Brands

MOUNT ROYAL MILLING & MFG. CO.

D. W. ROSS COY., MONTREAL



GOLD DUST
A STEADY SELLER



You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and co untless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?



THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL



"Let the GOLD DUST TWINS do your work."

If any advertisement interests you, tear it out new and place with letters to be answered.



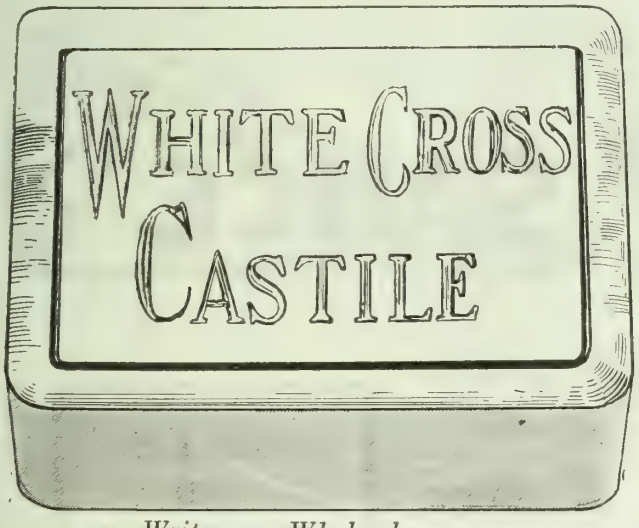
Trade Price, 45c per doz.

A popular seller worth displaying. It brings the customer back for more.



Trade Price, 80c per doz.

A snappy seller everywhere. The beautiful transparency and undoubted quality of this RICHARDS line make it a favorite with everybody.



Write your Wholesaler or

The Richards Pure Soap Co.

LIMITED

WOODSTOCK, ONTARIO

You Are Not Satisfied With Just An Ordinary Business

YOU want the one grocery store in your community that stands out "head and shoulders" above all others. How is it to be done? Here's one method that's been very successfully carried out by thousands of your Brother Grocers.

Select some one item and feature it as a "leader" to bring new customers to your store. This accomplished, it's strictly "up-to-you" as to whether or not the balance of their trade goes elsewhere.

The best line Grocers have yet been able to find is eggs handled according to the *Star System.*

It has all the "pull" necessary and incidentally allows for a very liberal profit. Let us tell you how EGGS can make your business grow.

STAR EGG CARRIER & TRAY MFG. CO.

1620 Jay Street, Rochester, N. Y.



KEYSTONE BRAND REGISTERED

A Woman's Choice

One of the first things a woman does in examining a corn broom is to test the weight.

KEYSTONE NUGGET BROOMS

are the lightest quality brooms made to-day. Then she feels the smoothness of the handle, and wants to know whether the broom will spread or the ends turn up. The Nugget fills every requirement.

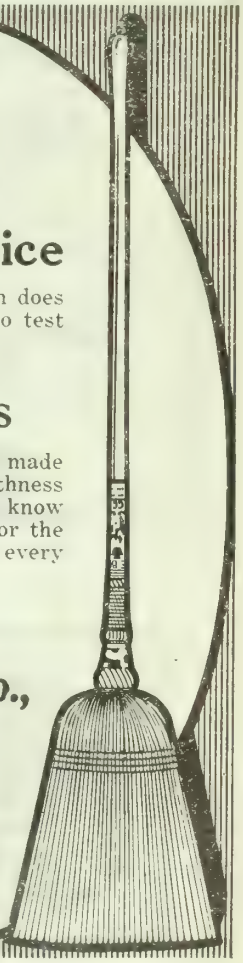
Write for prices, etc.

Stevens-Hepner Co.,

LIMITED

Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



If any advertisement interests you, tear it out now and place with letters to be answered.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:

Note the name and the package.

You will stock this line some time. Why not now?

Manufactured by
THE B & L MFG., CO. Ltd. - SHERBROOKE.

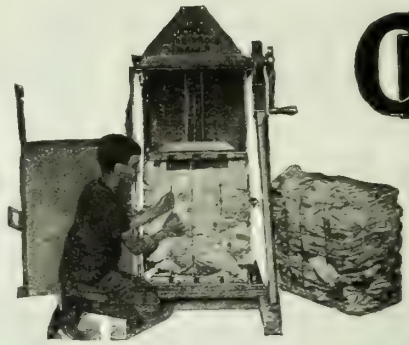
Right now is your best opportunity to take advantage of the increasing popularity of this excellent beverage

Hop Malt Beer Extract

Made only from pure Hops and Malt. Can be made at home. Possesses the genuine Lager Beer flavor, while conforming strictly to the Temperance Act.
Sells quickly, allows good profit and is a certain repeater. No license required. Agents wanted everywhere.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

PAPER BALERS



ALL STEEL CLIMAX FIREPROOF

"Turn Waste Paper, Cardboard, etc., into money."
Write us to-day.

Climax Baler Co.
Hamilton, Ont.

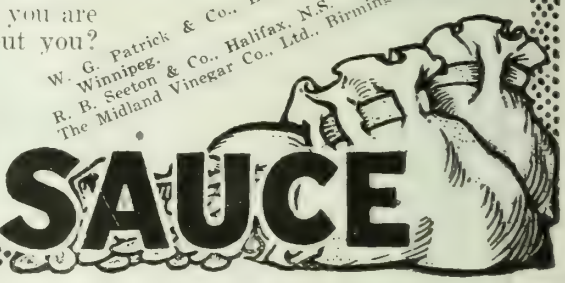
ADVANCE—OR RETIRE?

There's no Standing Still in Business

It's lines like H.P. SAUCE that make for progress. Good Value, Good Profit and Good Advertising—some of you are doing great things through H.P. Sauce. Now how about you?

W. G. Patrick & Co., Ltd., Toronto, Montreal, and Winnipeg.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

H.P. SAUCE



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter



It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax - N.S.

CONSCRIPTION

Conscription of men for the war will soon take away from stores all over Canada HUNDREDS OF CLERKS. These experienced salesmen will have to be replaced with new clerks who will need a great deal of training on salesmanship and store practice.

Let CANADIAN GROCER *post them*

As a subscriber to Canadian Grocer you know how useful it is in giving information on salesmanship, store methods, window trimming, interior display, show-card writing, markets, etc. Let the new clerks you will have to take on to replace those experienced clerks who will be taken away by Conscription have a chance to read Canadian Grocer every month. You will benefit greatly by the increased efficiency it will help them to acquire.

PRESENT EACH of YOUR CLERKS with a year's subscription to Canadian Grocer and the practical information they will get from reading it regularly will soon show in the better work they will do. You will benefit as well as they.

The price for each subscription is only $3.00 per year—less than 6c per week. Send in the coupon below and we will send you bill later.

CANADIAN GROCER,
143-153 University Ave., Toronto, Ont.

Send Canadian Grocer for one year to:—

1. Clerk's name ..... Address.....

2. Clerk's name ..... Address.....

And send bill for these subscriptions to:—

Name .....

Address .....



THAT'S IT, OF COURSE

"There it is—the one with the big red word Jell-O on it."

That is the way to be sure it is Jell-O. Every Jell-O package has the word Jell-O on it in big red letters.

The word Jell-O occupies in one particular very much the same position in the business world that the words "Kodak" and "Winchester" occupy.

You know everybody calls every kind of a camera a "Kodak," and all story writers speak of a rifle as a "Winchester." Now, it appears, all kinds of jellifying products are called "Jelloes," as though there were more than one

JELL-O



The Genesee Pure Food Company makes all the Jell-O that is made, and the other kinds, made by Tom, Dick and Harry, are something else. They are not Jell-O.

You are interested because in selling Jell-O you turn your money over from four to six times oftener than with the "something else" kind.

The Genesee Pure Food Company of Canada, Limited, Bridgeburg, Ontario

MADE IN CANADA

A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

The best

Orange Marmalade

is

Wethey's

Are you selling it?

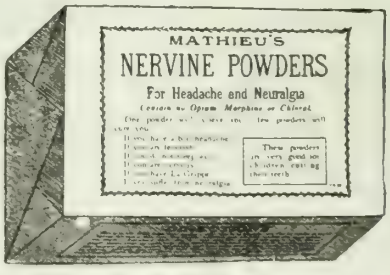
You will find these two well worth featuring

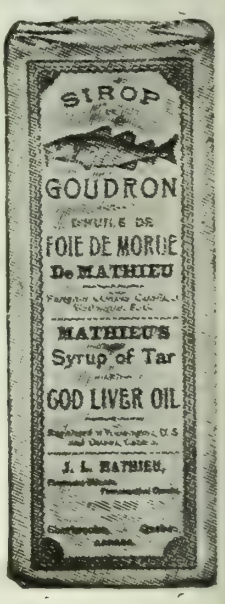
A little display of *MATHIEU'S NERVINE POWDERS and MATHIEU'S SYRUP OF TAR AND COD LIVER OIL* in your show case or on your counter will win you much additional profit. Both can be honestly recommended for guaranteed goodness and quick results.

J. L. Mathieu Co.

PROPRIETORS

SHERBROOKE - QUEBEC





If any advertisement interests you, tear it out now and place with letters to be answered.



$600 to $3120 Rewards!

Average Only 80 Bags Per Day And You Net $1,000 Per Year

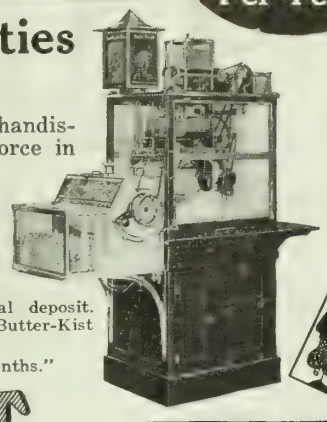


For Grocery Stores in Biggest Cities and Smallest Towns

Starting at zero, the Butter-Kist Pop Corn machine and merchandising plan have in four short years become the great driving force in retail business throughout the U.S. They have made a little waste space 26 by 32 inches pay net profits ranging from $600 to $3,120 per year and more! They have lifted the pop corn business out of the street and put it into high-class Grocery stores, etc.

Estimated sales for this year alone over 120,000,000 packages.

You do not need a lot of extra space—you don't have to hire extra help or make an investment in stock.





Pay From Your Profits

Machine delivered for nominal deposit. Pay balance monthly out of Butter-Kist sales.

Grocer, London, Ohio, (population 3,530), says: "Machine took in $555 in 3 months."

BUTTER-KIST

Pop Corn Machine and Peanut Toaster

Stands anywhere and operates itself. Pays five times as much profit per square foot of floor space as anything known to trade. Motion revealed through the handsome plate glass sides, makes people stop and look. Coaxing fragrance makes them buy. Toasty flavor brings them back for more.

RETAILERS! Send for Amazing Book FREE! Our valuable business book, "America's New Industry," will be sent without charge to any established business man. Packed full of signed sales records, photos of Butter-Kist stores, theatres, etc. Gives full details of our remarkable offer. Don't lose $2 to $15 cash sales daily by delay. Mail the coupon for this book at once —NOW.

HOLCOMB & HOKE MFG. CO., 630-644 Van Buren Street, INDIANAPOLIS, INDIANA

FREE To Dealers Only

HOLCOMB & HOKE MFG. CO.
630-644 Van Buren St., Indianapolis, Ind.

I am willing to be shown how I can make $600 to $3,120 EXTRA profits yearly. Send free, postpaid, your book of evidence:

"America's New Industry"

Name .....

Business .....

Address .....



ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co., Limited
10 McCaul St., TORONTO

The pleasant-to-take ounce *of* prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

Don't stock—but sell it. Show it in your counter and window displays.

J. C. Eno, Limited, "Fruit Salt" Works

LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

ROLLED BACON

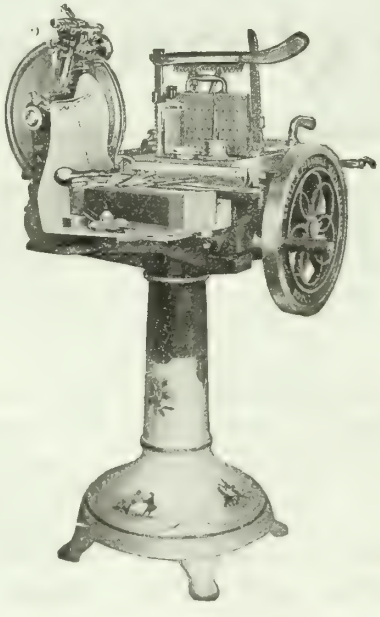
Sugar Cured, Boneless, nice fresh goods and low in price.

Let us have a sample order from you.

F. W. FEARMAN CO.
LIMITED
HAMILTON

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."



Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

QUTOATIONS FOR PROPRRIETARY ATICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER
ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER
WHITE SWAN SPICES AND CEREALS, LTD.

1-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12-oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.
JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2-lb. tins, 2 doz. case	$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, ½ doz. in case	4.40
20-lb. tins, ¼ doz. in case	4.25
Perfect seal glass jars in the case	3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.
Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1 15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS
WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE
THE COWAN CO., LTD.
COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	.36



SURPRISE Soap is used all over Canada—not in a small way, but largely USED,—and when you think it over, is there any greater compliment that could be paid to its merit as a laundry soap, than to have it hold this position after all these years?

The St. Croix Soap Manufacturing Co., Limited

ST. STEPHEN, N.B.

Branches: MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES

If any advertisement interests you, teaage and keep with letters to be answered.



Build up your fish department

Build it up with a line of profit-pulling, customer-pleasing sea foods—

BRUNSWICK BRAND

Nothing but the choicest pick of the season's catches is offered under the seal of Brunswick Brand. That brand is a rock fast guarantee of unstinted quality and certain "repeat" sales.

Select your requirements from the list below and prove what splendid sellers Brunswick Brand Sea Foods are:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.



Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate -	Per lb
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per. doz
Maple buds, 5-lb boxes	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 35
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ...
No. 16 Jar .....
No. 4 Jar .....
No. 10 Can .....

YUBA BRAND

2½-quart Tall Cylinder Can..
No. 1 Pint Cylinder Can.....
No. 10 Can .....
Picnic Can .....

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	6 50
Jersey Brand, Family, each 48 cans	6 50
Peerless Brand, Family, each 48 cans	6 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef—½s, $2.90; 1s, $4.25; 2s, *$9; 6s, $34.75.
Boiled Beef—1s, $4.25; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s. $9.

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL BAKING POWDER

ABSOLUTELY PURE

ROYAL BAKING POWDER has "no season" and "no section" because it sells everywhere all the time. Of all the standard products in the grocery business, none has more thorough distribution and active demand than ROYAL BAKING POWDER.

Keep a good stock of ROYAL BAKING POWDER on hand and keep it well displayed, because it will pay you more and surer profit than you can make on inferior brands.



Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK



CENTURY SALT



the favorite Salt of the Canadian home

The quality of Century Salt is the dealer's surest guarantee of real customer satisfaction.

Regular selling and good profits are certain when Century Salt is well displayed. Are you stocked?

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the

NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD



means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.

Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



The demand for

Barnes Grape Juice

will grow more evident as the hot days of July and August arrive. Prepare now by replenishing your stock and keeping a display working for you.

Barnes is Pure Concord

The

Ontario Grape Growing and Wine Mfg. Company

ST. CATHARINES, ONTARIO

Ask Us For

Wrapping Papers

10,000 Rolls and Reams and

Twines

Very large assortment.

Walter Woods & Co.

Hamilton and Winnipeg

Cambridge Sausage, 1s, $4; 2s, $7.75.

Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.

Sliced Smoked Beef, glass, ⅛s; ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal, ½s, $1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ½s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.

Ox Tongues, Glass, 1½s, $13; 2s, $17.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.

Individuals, 95c.

Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, $2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.

Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITEE

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz., pts., doz.	1 20
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 30-lb. tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 3[illegible]
Victoria, ch. 90 lbs., lb.	0 2[illegible]

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 7[illegible]
D. S. F., ½-lb.	3 30
D. S. F., 1-lb	6 2[illegible]
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 3[illegible]

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 1 05

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho. dredge Per doz.
Allspice	$0 48	$0 95
Arrowroot, 4 oz. tins 90c	....	0 95
Cayenne	0 48	0 95
Celery salt	....	0 95
Celery pepper	....	0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window front 45c	....	0 95
Cloves	0 48	0 95
Cloves, whole, 5c. pkgs., window front 45c	....	0 95
Curry powder	....	0 95
Ginger	0 48	0 95
Mace	1 25	....
Nutmegs	0 48	0 95
Nutmegs, whole, 5c pkgs., window front 45c	....	0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c	....	0 95
Shipping weight per case	10 lbs.	15 lbs
Dozens to case	4	4

STRAWBERRIES

Maryland and Delaware gandies,
fine, large, bright berries.
Fresh arrivals daily

TOMATOES

Texas 4 basket crates fine quality.
Car just arrived.

Pineapples
California Oranges and Lemons
Cucumbers, Cabbage, Etc.

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

CALIFORNIA

Peaches, Plums, Apricots and Cantaloupes

NOW ARRIVING.

American Berries are over for the season. Our local Berries start Monday.

The Fruit Market opens Monday morning, 25th inst.

Headquarters of all Foreign and Local Fruits and Vegetables.

WHITE & CO., LIMITED
Front and Church Streets
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

In your Locality
are many
Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

Y & S STICK LICORICE
48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

INDEX TO ADVERTISERS

A

Ackerman, H. W. 10
Anchor Cap & Closure Corp.. 6
Appleford Counter & Check Book Co. .....Back cover
Armour & Co. 51

B

Bain, Donald H., Co. 9
Benedict, F. L. 68
Betts & Co.....Inside front cover
Bodley, C. J. 51
Borden Milk Co. 1
Bowes Co., Ltd. 7
Bowser, S. F., & Co., Inc.... 18
B. & L. Manfg. Co., Ltd. 54

C

California Packing Corp. 67
Campbell Bros. & Wilson..... 4
Canada Sauce & Vinegar Co... 48
Cane, Wm., & Sons 61
Canadian Milk Products, Ltd.. 68
Clark, W., Ltd. 3
Climax Baler Co. 54
Cockburn, F. D. 8
Connors Bros. 60
Commercial Underwriters 68

D

Denault Grain & Prov. Co.... 11
Dominion Salt Co. 61

E

Eckhardt, H. P., & Co. 63
Elliot, W. F. 10
Eno, J. C., Ltd. 57
Escott, W. H., Co. 9

F

Fairbank, N. K., Co., Ltd..... 52
Fearman, F. W., Co. 58
Freeman, The W. A., Co. 58
Furnivall-New, Ltd. 12

G

Genesee Pure Food Co. 56
Gillespie, Robert, & Co. 9, 18
Granger & Co. 2
Grant, C. H. 9
Griffiths, Geo. W., & Co., Ltd. 9

H

Hamblin-Brereton Co., Ltd.... 10
Hargreaves, Canada, Ltd. 19
Harper Presnail Cigar Co., Ltd. 17
Hobart Mfg. Co. 19
Holcomb & Hoke 57
Horne, Harry, Co. 10
Hop Malt Co. 54

I

Jacobs Bros. 48
Imperial Rice Milling Co. .....
International Safe Co., Ltd... 17

J

Japan Tea Co. 13
Jarvis, F. S., & Co..... 2

K

Kearney Bros. 6

L

Lalonde, A. 10
Lambe, W. G. A., & Co. 10
Lemon Bros. 65
Lever Bros. 59

M

MacDonald, Chapman, Ltd. ..
Inside back cover
MacLure & Langley, Ltd. 10, 15
Magor, Son & Co., Ltd. 20
Malcolm Condensing Co. 16
Mann, C. A., & Co. 68
Marsh Grape Juice Co. 64
Mathieu, J. L., Co. 56
McCabe, J. J. 65
McLellan Imports 67
McWilliams & Everist 65
Midland Vinegar Co. 54
Millman, W. H., & Sons 10
Mount Royal Milling Co. 52

N

Nagle Mercantile Agency 64
National Licorice Co. 66

O

Oakeys 68
Ontario Grape Growing & Wine Mfg. Co. 62
O-Pee-Chee Gum Co., Ltd..... 14
Oury, Millar & Co. 2

P

Patrick, W. G., & Co. 10
Perry, H. L., & Co..... 8
Pullan, E. 68

R

Red Rose Tea Co. 19
Regina Storage & Forwarding Co., Ltd. 14
Richards Pure Soap Co. 53
Rock City Tobacco Co. 11
Rose & Laflamme, Ltd. 11
Royal Baking Powder Co. ... 61

S

Sarnia Barrel Works 68
Scott-Bathgate Co., Ltd. 8
Shaw & Ellis 2
Sloane, J. C., Co. 51
Smith, E. D., & Son 5
Smith & Proctor 54
Specialty Paper Bag Co. 56
Spratts 66
Starr Egg Carrier & Tray Mfg. Co. 53
Stephenson-Blake 10
Stevens-Hepner Co., Ltd. 53

T

Tanguay, A. T., & Co. 11
Taylor & Pringle 56
Thompson, G. B., & Co. 9
Thum, A. & O. 68
Tippett, A. P. 16
Trent Mfg. Co. 68
Toronto Butchers' Supply 68
Toronto Pottery Co. 7
Toronto Salt Works 68
Turgeon, E. 11

W

Wagstaffes, Ltd. 49
Walker, Hugh, & Son 65
Walsh, Martin M. 10
Washington's, Geo., Coffee 64
Watson & Truesdale 9
Welch Co., Ltd., The..Front cover
Western Canada Flour Mills Co., Ltd. 20
Wetheys, J. H., Ltd. 56
White & McCart 10
White & Co. 65
Whittemore Bros. Corp. .....
Inside front cover
Woods, Walter, Co. 62



That daily display of "Lively Polly"

—**The trusty ally of every housewife.** The splendid dependability of "Lively Polly" Soap Powder places it among the list of "best sellers" that every good grocer should constantly feature.

Repeats are certain and the profits good.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND
Canadian Agents: McLellan Import Co., 301 Read Bldg. MONTREAL

A neat little seller for your window and counter displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

Del Monte
BRAND
EXTRA QUALITY

California's finest canned fruits and vegetables are packed under the DEL MONTE brand.

Handled everywhere by leading grocers who cater to the taste of people who want the best.

Wholesale Distributors Everywhere.

CALIFORNIA PACKING CORPORATION
SAN FRANCISCO, CALIFORNIA



If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A L., Box 85, Timmins, Ont.

WANTED—SIDE LINES. WE ARE OPEN TO handle a number of side lines for manufacturers and jobbers. Good references.—Cleary Bros., P.O. Box 436, Sydney, C.B.

FOR SALE

GOOD GROCERY BUSINESS FOR SALE — established 20 years; good reasons for selling, dwelling attached; manufacturing city. Apply Box 230, Canadian Grocer.

GROCERY BUSINESS FOR SALE AND THE premises to let with option of buying. Located in the Cedarville district of Toronto. Doing good business now but owner wishes to sell for personal reasons. Apply to owner at 45 Mulberry Ave. Bracondale, Toronto

KLIM — READ IT BACKWARD — PURE SEPARATED MILK IN POWDER FORM. FOR ALL COOKING WHERE MILK IS NEEDED.
CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

Try MANN & CO. for
FANCY POULTRY
Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.
C. A. MANN & CO.
78 KING ST. LONDON, ONT.

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH
WELLINGTON


JOHN OAKEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S
JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co.
LIMITED
Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO



Don't Be In Doubt About Your
Money
We can collect those bills outstanding and make your ledger look like something, something that you will look with satisfaction on.

No Collection No Fee
Send for forms and give us a trial. Highest recommendations.
Nagle Mercantile Agency
Westmount, P.Q. (Montreal)

LARGEST CANADIAN DEALER
ADEL. 760 **WASTE PAPER**
E. PULLAN TORONTO

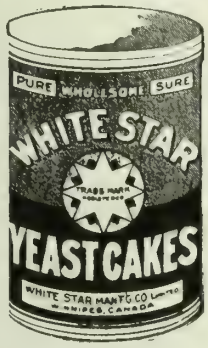
Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

BARRELS
(The best shipping package.)
We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

IT ISN'T THE DISCOUNT

The Perfect Yeast



Per box of 3 dozen 5c. packets, $1.00, less 3%.

Best for your customers.
Best for your profits.

It's the face value you are charged, and on which the discount applies, that counts.

The following is copy of a small order received from a customer, figured out at prices quoted in our latest price list, and compared with prices quoted in the latest price list of two competitive houses.

Note what we save our customer, exclusive of our 4% prompt payment discount, off non-combine goods.

Compared with the first competitive house, we save him *nearly 7%*, and compared with the second competitive house, *over 11%*. By taking advantage of our prompt payment discount, our customer will save an additional **2%**.

Are you one of our customers?

If not, you will find it time well spent, and money in your pocket, to read our price-list carefully. Compare prices with those asked by other houses, and send us your orders, which will be appreciated, and receive prompt and careful attention.

Invoice at	Our Price		First Competitive House		Second Competitive House	
2 x 25 lb. Boxes Choice Peaches	$0.11¼	$ 5.63	$0.11¼	$ 5.63	$0.13	$ 6.50
1 M. Paper Bags ¼s L.M.	.85	.80	.85	.85	.85	.85
	5%					
1 M. Paper Bags 2s Kraft	1.90	1.90	2.85	2.42	2.85	2.42
			15%		15%	
1 Large Cheese, Ontario, 74 lbs	.25½	18.87	.26½	19.61	.29	21.46
2 Pails Royal Mixed Candy, 62 lbs	.11½	7.13	.14	8.52	.12⅞	7.98
			2%			
1 Box Sunlight Soap	5.35	5.35	5.35	5.35	5.35	5.35
1 cs. Krinkle Corn Flakes	2.65	2.65	2.65	2.65	2.65	2.65
		$42.35		$45.03		$47.21
Less at hand 4% off non-combine goods		.90				
		$41.43				
Compared with First House		45.03				
		41.43				
We save our customer		3.60	or nearly 9%			
Compared with Second House		47.21				
		41.43				
We save our customer		5.79	or over 13%			

Where Should You BUY ?

MACDONALD-CHAPMAN, LIMITED

Wholesale Grocers ***WINNIPEG***

Connections:

MACDONALD-COOPER LTD.
Edmonton, Alta.

MACDONALD-CRAWFORD LTD.
Moose Jaw, Sask.

MACDONALD-CRAWFORD LTD.
Saskatoon, Sask.

MACDONALD-CRAWFORD LTD.
Swift Current, Sask.

A. MACDONALD & COMPANY
Vancouver, B.C.; Nelson, B.C.; Fernie, B.C.; Fort William, Ont.

APPLEFORD'S SANI-WRAPPERS

Our papers are cleansed, treated and purified with Refined Paraffine Waxes and Di-infectants.
They add to the Freshness, Cleanliness and Purity of your goods.
They preserve the Color and Quality of fresh and Cooked Meats and are Germ-proof, Moisture-proof and Grease-proof. They will not stick to the Meat.



MUCH BETTER AND NO HIGHER IN PRICE.
ASK YOUR DEALER FOR SANI-WRAPPERS, OR WRITE US DIRECT FOR SAMPLES AND PRICES.

Appleford's Carbon Coated Counter Sales Books are no dearer than the ordinary kind. Now made with new improved formulas and appliances and better than ever before. If you are not a customer, write us for a sample book.

Appleford Counter Check Book Co., Limited

HAMILTON, CANADA

OFFICES AND WAREHOUSES AT TORONTO MONTREAL WINNIPEG VANCOUVER

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI. PUBLICATION OFFICE: TORONTO, JUNE 29th, 1917 No. 26

EVERY Canadian acre under cultivation—whether the crop be wheat or sugar beets—means that much more prosperity for Canadians.

Every pound of Dominion Crystal Sugar that our grocers can sell the housewives of Canada, encourages more Canadian farmers to grow beets—enables us to employ more Canadian workmen in our three huge Canadian factories.

The latest advertising help to be issued by us to aid the grocers in selling our product, is a series of beautiful color cards for window or counter. One of these cards is herewith reproduced in miniature. If you do not receive some of these cards soon, write us, and we will see that a set is sent you.



Every advertisement for Dominion Crystal Sugar points out to the women of Canada that patriotism, as well as the fine granulation and sparkling purity of Dominion Crystal Sugar, should dictate its use in every Canadian household.

To help you Sell more Dominion Crystal Sugar

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

Berry Time Coming Soon

and with it a big demand for sugar. You can help your customers' success in putting down their season's fruits by recommending and supplying

ST. LAWRENCE

DIAMOND

GRANULATED

The Sugar that's safe. We stand behind every pound.

KING GEORGE'S NAVY

CHEWING TOBACCO

makes steady customers of the men

Once a discriminating chewer gets KING GEORGE'S NAVY he will "stick" with it.

That's why grocers who value a real tobacco department are never without a good stock of KING GEORGE'S NAVY. Are you one of them?

Handled by the Wholesale Trade



Rock City Tobacco Co., Ltd.

This is Borden's Banner Brand



The Borden Eagle is known in every community in Canada as a symbol of all that is good in a high-grade Milk Product.

Borden's Eagle Brand guarantees the dealer the kind of sales that count—quick repeat profit-building sales and satisfied customers.

Borden's Eagle Brand is as pure and as wholesome as science can produce.

Your customers know the meaning of the Borden Eagle Trade-Mark. Our consumer advertising has familiarized them with the quality of Borden Milk Products. Turn this knowledge into good big sales by making a daily display of the Borden lines. Your wholesaler keeps them.



Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.



It's a favorite with the vast majority

The unmistakable good qualities of Cow Brand Baking Soda have won the entire confidence of the Canadian housewife.

Each and every sale is a "repeat" and builds up a neat pile of profit for the COW BRAND Dealer.

Keep Cow Brand displayed.

Church and Dwight
LIMITED
Manufacturers
MONTREAL

Every Day Is Pay Day

THAT'S right—every day you work **our plan**, your pay is given you. "Pay yourself first" that's the idea of our representative plan. When you devote ten hours daily acting as our representative—your pay is sure and certain.

We need a hustling representative right in your district. A young man capable of producing good business, preferably one with salesmanship experience. The position will pay big money to one with enthusiasm, energy and ability. Do you know, or are you such a man?

If you **are** and are willing to exchange **your spare time**, representing our publications, **we will** show you how that same spare time, properly used, **will produce** for you as much **cash** as your regular income.

Does this interest you, if so write us TO-DAY and we will tell you all about it.

The MacLean Publishing Co.
LIMITED
143-153 University Avenue, Toronto, Ont.

CHAMBERLAIN'S TABLETS

In selling Chamberlain's Remedies you are travelling a road made smooth by years of persistent publicity.

With a non-advertised line you must make the road as you go along.

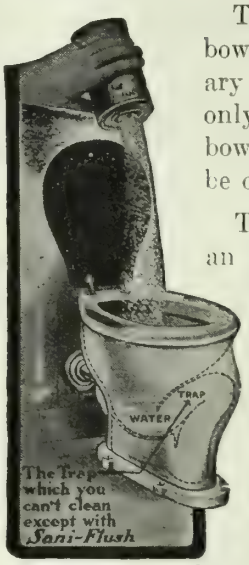
In which way will you make the most progress?

Order now from your jobber or direct. No advance in prices.

Store advertising gladly supplied.

Chamberlain Medicine Co., Ltd.
TORONTO, ONT.

Where Only *Sani-Flush* Reaches and Cleans the Bowl



The trap of a water-closet bowl is never cleaned by ordinary methods. Scouring reaches only the exposed surfaces. A bowl may *look* clean and still be offensive.

The *trap* becomes coated with an incrustation which makes the water in the bowl foul and insanitary. Warm weather makes it worse.

Sani-Flush dissolves the incrustation in the trap and flushes out, leaving the entire closet clean and odor-free.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

Furnivall's FINE FRUIT PURE JAM

The brand that says "The Quality is there"



No other jam or marmalade "takes" with the trade so well as those bearing the Furnivall Brand. And no other jam or marmalade can be so confidently recommended to the most hard-to-please customers.

The Furnivall quality standard is rigidly maintained by using only the very best fruits and purest cane sugar and by exercising the most stringent precautions regarding sanitary factory methods.

The new pack lives up to our record of the past and we would suggest your stocking up now with a plentiful supply and thus lay the foundation of really satisfactory jam selling.

Don't hesitate to recommend jams and marmalades bearing the Furnivall Brand. They are always tip-top.

FURNIVALL-NEW, LIMITED

HAMILTON, CANADA

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. **Montreal**—Geo. Hodge & Son, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co. **Saskatoon**—Mowat & McGeachy. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

The 'Tween Times Favorite



NOW come the days when it is too soon for fresh fruit desserts and the folks are getting a bit tired of preserved things. Now is the time to stock up and brighten up your displays of

Shirriff's

Jelly Powders

Put them in the window and help the housewife solve her dessert problems for your mutual profit. There's a flavor for almost every taste and occasion, and nothing but highest quality flavors in the Shirriff line. The Shirriff reputation will stir up selling. Now is the time to put some real energy into your Shirriff jelly powder campaign. If you don't sell Shirriff's, order a case now—and get busy.

Imperial Extract Company, Toronto



It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

Write us for free sample cake and particulars.

Gleba Polish Company

Oshawa, Ontario

Sell the soap with the neat red label



Build up a better business and larger profits for yourself by constantly stocking and suggesting **WONDERFUL SOAP.**

The service it gives will bring the housewife back for more.

Have you noticed the demand for "Crystal Soap Chips." How is your stock?

Guelph Soap Company

GUELPH, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



"That's a Quality Brand"

E D S

—a brand that means big Summer Grape Juice Profits



Every time you sell a customer a bottle of Grape Juice bearing the "E.D.S." trade-mark you can rest assured its quality will so satisfy that repeat sales of this peerless Temperance Drink are assured.

Aggressive Grocers everywhere are planning for better than usual hot weather business by stocking E.D.S. Grape Juice. Our nation-wide consumer advertising has created a demand for this Pure Concord Product in every community. A window or counter display will swing this demand your way.

Why not get one up now?

E. D. Smith *and* Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B. C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

You should be selling Royal Acadia Sugar

ROYAL ACADIA SUGAR

EVERY GRAIN PURE CANE

It's a favorite wherever introduced. Housewives like its unexcelled sweetening qualities and always come again after a first purchase.

Every Grain Pure Cane—that sums up Royal Acadia quality. Put it before your customers.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half barrels and barrels.

The Acadia Sugar Refining Co. Limited

Halifax, Canada

Use the JB. Combination Slicing Machine



Slices quickly and easily, and in any thickness desired.

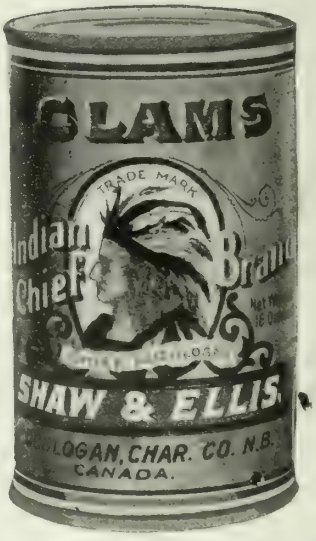
Folds up when not in use.

A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers
73 Warren Street
NEW YORK

INDIAN CHIEF BRAND CLAMS

Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By

SHAW & ELLIS
Pocologan, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S SOUPS



Highly Concentrated, Absolutely Pure and prepared from the Very Finest Ingredients.

The quality is superb, selling price is popular, and your margin is good.

GET IN LINE. THE SEASON IS ON.

MADE IN CANADA



Dairy Butter is HIGH. Peanut Butter is more nutritive and CHEAPER, while the consumption is rapidly growing.

Don't neglect a profitable line, and remember that the best you can buy is

CLARK'S PEANUT BUTTER

W. CLARK LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East

WINNIPEG

EL ROI-TAN PERFECT CIGAR

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in

THE FARMER'S MAGAZINE

A half-page 12 times will cost you $367.20 ($30.60 per insertion). A full page, $714.00 ($59.60 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. **"Always on the job."**

Storage Distributing Forwarding

Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it **makes for a better product.** There are added responsibility and written-printed claims to substantiate.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abfoad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent

We can handle a few more good lines. Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

508 Merchants Bank, Winnipeg

We have several good accounts, but can give you results on yours.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Live Representation

ON TORONTO MARKET SECURES BUSINESS

If your are looking for new busin ss, communicate with

WHITE & McCART, LIMITED

Car Lot Distributors

309-310 Board of Trade Bldg.

TORONTO - - ONTARIO

Reference: Dominion Bank, Toronto.

W. G. PATRICK & CO.

Limited

Manufacturers' Agents and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.

TORONTO

Established 1885

SUGARS FRUITS

Hamblin-Brereton Co., Limited

Wholesale Grocery and Confectionery Brokers

KITCHENER WINNIPEG CALGARY

Commission Agent covering the ground between Cobalt and Cochrane and from Cochrane to Hearst, and also the Porcupine District, wants a few good lines on commission. Address A. L., P. B. 123, Timmins.

Maclure & Langley, Limited

Manufacturers' Agents

Grocers, Confectioners and Drug Specialists

12 FRONT STREET EAST TORONTO

Gallon Apples

Fancy and Choice Seeded Raisins

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

The HARRY HORNE CO.

Toronto, Can.

BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.

We carry stocks in our own Warehouse (when necessary).

We employ a steady staff of salesmen. (Get in touch with us.)

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE

CITY OF OTTAWA

Satisfaction Guaranteed.

Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

Loggie, Parsons & Co.

Merchandise Brokers and Manufacturers' Agents

Grocery and Drug Specialties.

"We cover Canada 3 times a year."

Foy Bldg., Front Street W.

TORONTO - - ONTARIO

W. F. ELLIOT

Importer & Manufacturers' Agent

(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

Thomas C. Irving, General Manager Western Canada

TORONTO

This Space is Yours For $2 On Yearly Order

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY
ALFRED T. TANGUAY & COMPANY
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

Buyers and Sellers of
All Kinds of Grains and Seeds
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

Kindly mention this paper when writing to advertisers.

ACME FLEXIBLE CLASPS



Acme Clasps are used for fastening on pail covers and reinforcing light crates. Made of Coppered Steel and packed in boxes and barrels.

Write for Prices to

Acme Steel Goods Co. of Canada, Limited
Montreal, Quebec

Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

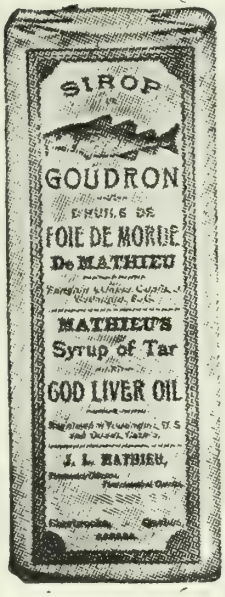
"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing ¼, ½ or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

Lots of Your Customers Require Mathieu's Nervine Powders

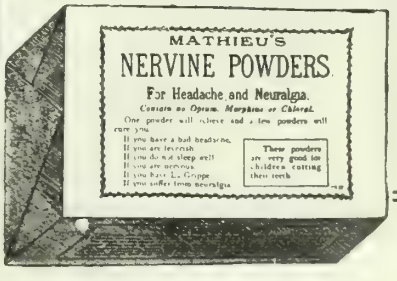


Mathieu's Syrup of Tar and Cod Liver Oil — a splendid body builder.

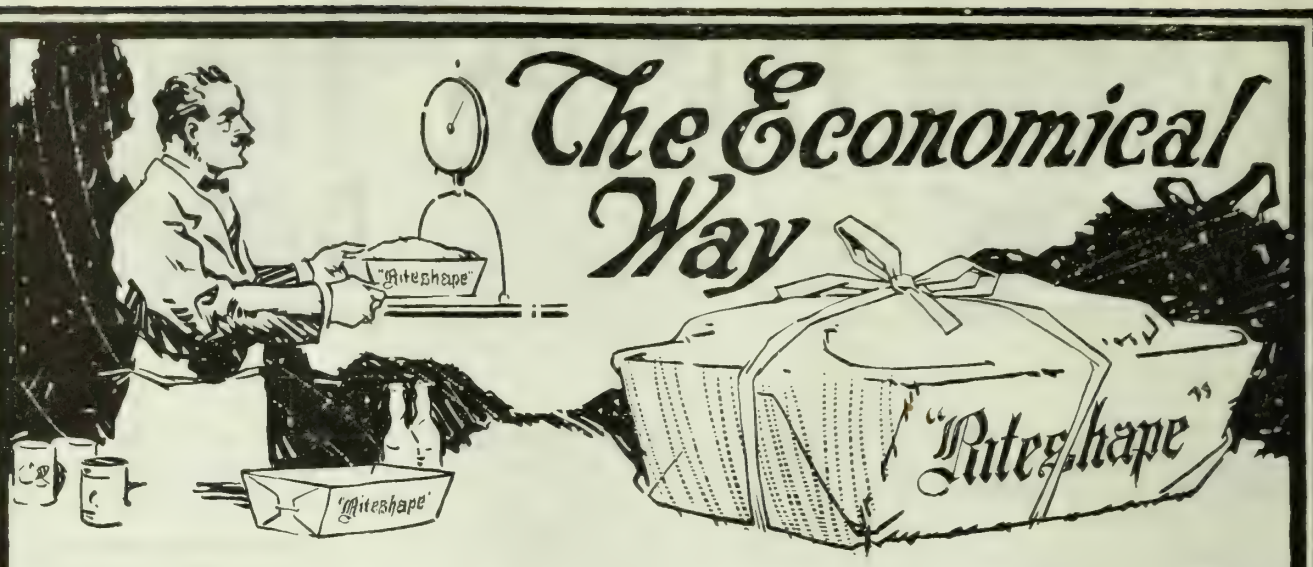
and will appreciate your suggesting this effective cure for headaches, neuralgia, etc.

Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

J. L. Mathieu Co.
PROPRIETORS
SHERBROOKE - QUEBEC



If any advertisement interests you, tear it out now and place with letters to be answered.



"Riteshape"

"Riteshapes" for economy.

"Riteshapes" for conservation of all resources.

When you dispense food in a "Riteshape" you choose the most economical container possible.

"Riteshapes" will not absorb waste or contaminate the food.

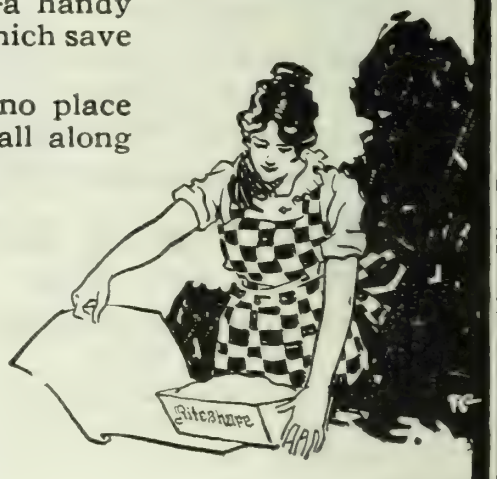
"Riteshapes" keep all the oils and juices in the food.

"Riteshapes" help keep the food fresh and wholesome.

The housewife leaves the food in the "Riteshape" until the dish is empty, then she uses the "Riteshape" for a soap dish—a handy container for left overs—for a dozen purposes which save time and expense.

Expensive, wasteful, costly packages have no place in a war program. Use "Riteshapes" and save all along the line

Practically all Canada jobbers have "Riteshapes" for sale.



Victoria Paper & Twine Company
LIMITED

TORONTO MONTREAL

THE OVAL WOOD DISH COMPANY
Manufacturers
Delta, Ohio, U.S.A.

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

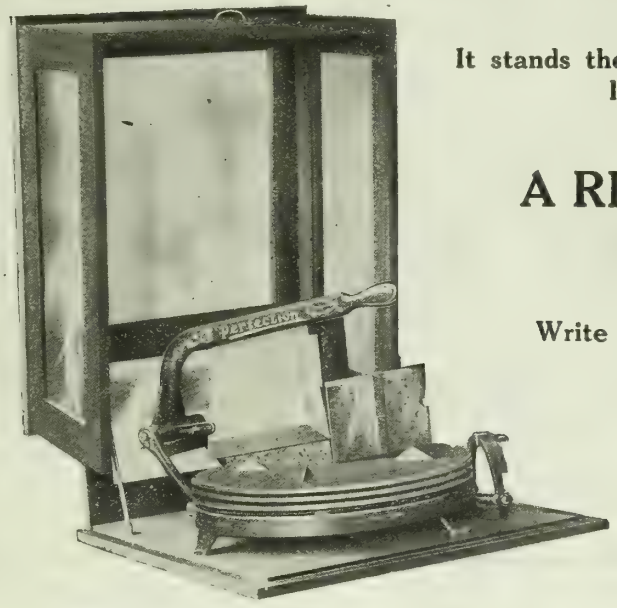
(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.



It stands the test for durability, for it lasts a lifetime.

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW.

Prove your loss to a cent in case of fire

You can do it with an International Account Register



This account keeping system is the simplest, most complete and most quickly operated system made. You have no extra safe to buy, no shifting of bill-holders to and from the safe to register.

An International gives you a quick and accurate service. Every credit transaction is totalled to the minute. Prevents mistakes and forgotten charges. Keeps delinquents in check, makes for regular payments and provides absolute safety in case of fire. The "International" is the modern system for modern and progressive merchants.

Write for booklet "I" which further explains and shows you how to solve the credit problems. Write now.

INTERNATIONAL SAFE COMPANY, LIMITED
FORT ERIE, ONTARIO

You should sell

REGINA BAKING POWDER

It's a big favorite with every woman who has ever tried it. Put up in 16 oz. tins only. Retails at 50c per lb.

Keep a stock displayed and note the "repeats."



The Robert Gillespie Co.
WINNIPEG, MANITOBA, *Agents for Canada*

The New Breakfast Food



Dutch Tea Rusks

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.
Agents for Canada



Get a trial supply of Williamson's Lightning Healing Powders

By way of introducing it we will forward one dozen free of charge, express prepaid, remittances to be made when goods are sold. Every sale will satisfy and you'll make a neat profit of $2 a doz. Send for that trial supply now. *Harness dealers! Order from your jobber.*

The Williamson Mfg. Co.,
Guelph, Ont.





Quality and Prices that will interest every customer

Here are three delicious Canadian - made table favorites:

H-G Sauce (Worcestershire)

E-P Sauce (Fruit), and Ta-Bell Vinegar



Send for samples. Get your customers acquainted with the unequalled goodness of these lines. Then you'll find the demand steady and the profits worth having.
Order now and support Canadian enterprise.

The Canada Sauce & Vinegar Co.
519 King St. W. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Light and Dark or White Glazed outside.
TALL BUTTER JARS—Dark Glazed inside,

	Without Covers per doz.	Covered per doz.
¼ gal.	$ .57	$1.14
½ gal.	.85	1.70
1 gal.	1.14	2.28
1½ gal.	1.71	2.85
2 gal.	2.28	3.42
3 gal.	3.42	5.13
4 gal.	4.56	6.27
5 gal.	5.70	7.98
6 gal.	6.84	9.12





There's a Demand for This Useful Pottery

The Increased Production Campaign will mean increased preserving and other home economies.

Your customers need jars in which to put their preserves.

We have a splendid list of pottery for preserving and other purposes—Pottery that looks good, is good, and pays a good profit.

Our big illustrated list will be forwarded you on request.

Last opportunity to secure these goods at these prices—New advanced price list next week.

Churns with Stone Covers

(Dashers included)

	Per dozen
2 gallon	$ 5.76
3 gallon	7.20
4 gallon	8.64
5 gallon	10.00
6 gallon	11.50
8 gallon	18.00
10 gallon	22.00
12 gallon	24.00

Cheaper and more sanitary than wooden churns.

The Toronto Pottery Co., LIMITED
617-618 Dominion Bank Bldg.
King and Yonge Sts. Toronto

The Two Big Selling Points of Babbitt's Cleanser



are its size and its proven quality.

Here is a real 10c sized tin of the best cleanser on the market made to retail for 5c. And an additional selling point of **Premiums for Trade-Marks.**

Don't hesitate to feature Babbitt's. Every sale is a repeat and the profits are really good. Try it.

Wm. H. Dunn, Limited, Montreal
General Rrepresentatives for Canada
DUNN-HORTOP, LIMITED, TORONTO, SPECIAL AGENTS

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

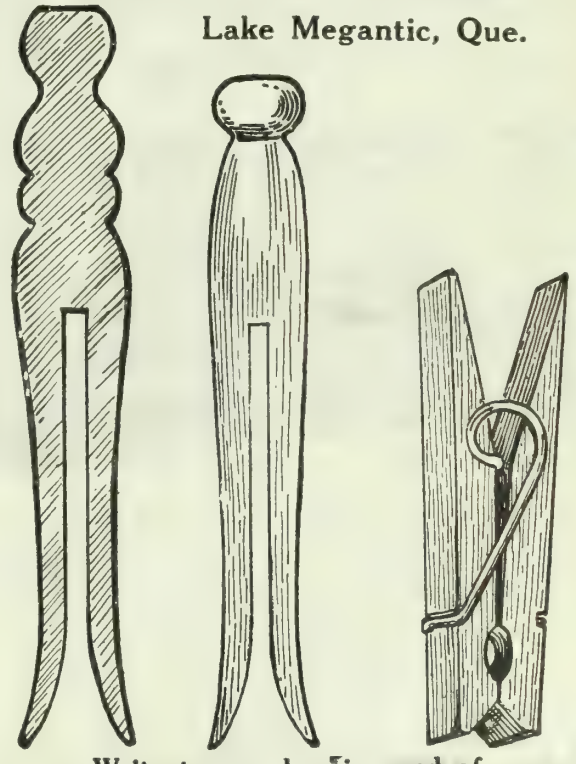


A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

The Megantic Broom Mfg., Co., Ltd.

Manufacturers of Brooms and Clothes Pins

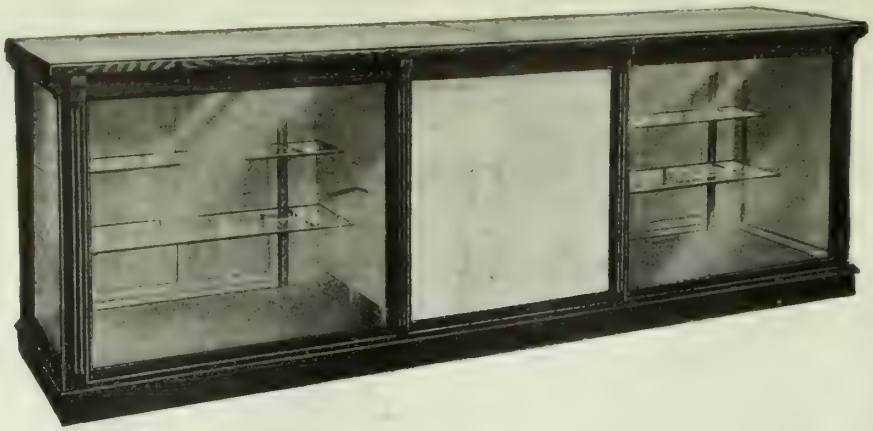
Lake Megantic, Que.



Write to us when in need of Clothes Pins.

If any advertisement interests you, tear it out now and place with letters to be answered.

Counter Refrigerator No. 9



Manfactured in Kitchener for 12 Years

DISPLAY YOUR GOODS

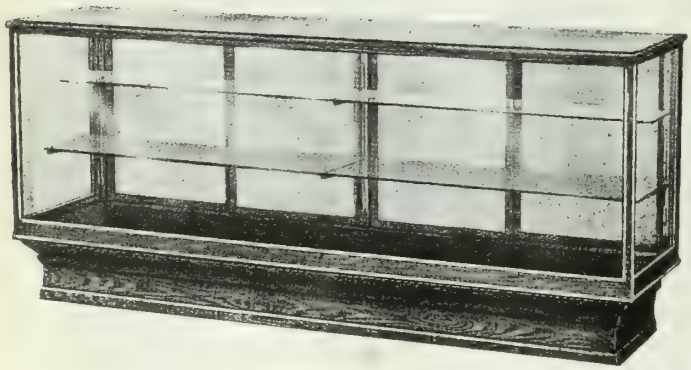
and increase your sales. Summer is here with its heat, and goods unprotected will spoil. Preserve Purity and Cleanliness by keeping your goods in a cool, well-ventilated, bright Refrigerator. Install a **Walker Bin Counter Refrigerator** and watch your customers' approval-smile and your sales going up.

Send for catalogue of the most practical fixtures introduced in fifty years.

THE WALKER BIN & STORE FIXTURE CO., LTD.

KITCHENER :-: ONTARIO

An efficent, handsome show case at a trifling cost



The cost is really trifling when compared with the high prices charged for the average Display Case. And this "Western" model is just as good-looking and every bit as efficient as the higher-priced fixtures.

Correctly constructed, reliable and practical, the "Western" will be a decided addition to any grocery store. Write us for full details.

The Western Mfg. Co. Ltd.

REGINA, SASK.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by

The W. A. Freeman Co., Limited

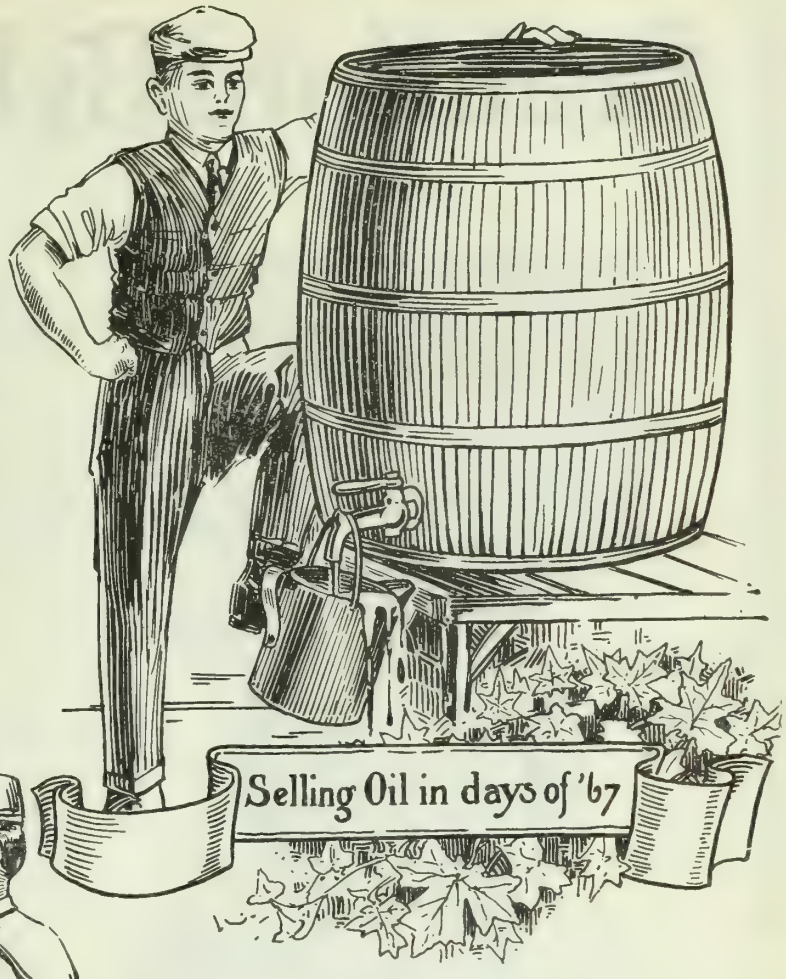
HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Are you still selling oil the way your Grandfather did?

In those days the barrel method was the only known way and the Grocer had to get the best he could out of a situation that offered but poor profit prospects because of leaky oil barrels, slopping over, and so on.

To-day, however, no grocer need longer tolerate the old floor-soiling, profit-wasting oil barrel. The *BOWSER SYSTEM* solves the problem for him and shows how much profit and customer-satisfaction there is in selling oil the right way.





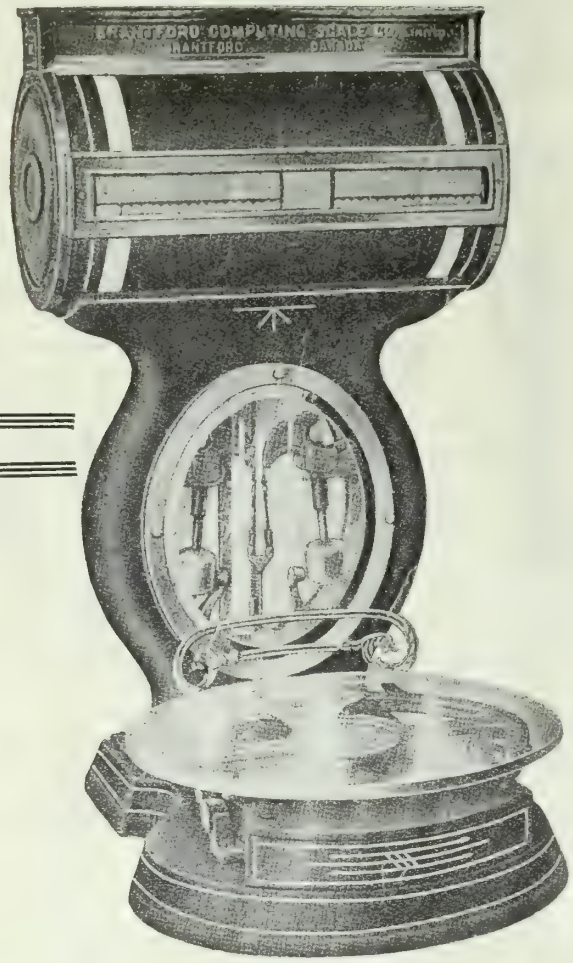
A Bowser outfit will enable you to sell more oil in less time and sell it without any muss or dirt whatever. We make outfits for handling Kerosene, lubricating and volatile oils of all kinds and a special *"Red Sentry"* equipment for selling gasoline.

Postcard us for full particulars. No obligations incurred.

S. F. Bowser & Co., Inc.
66-68 Fraser Ave., Toronto, Can.

If any advertisement interests you, tear it out now and place with letters to be answered.

Brantford Cylinder Scale



This is one of the best scales on earth.

There is no reason why you should send your money out of Canada.

When you invest in a **Brantford** you get the best —and you keep your money in Canada.

See description on page 28 of the Howell store, Dundas Street, Toronto, which is equipped with Brantford Scales.

The Brantford Computing Scale Co.

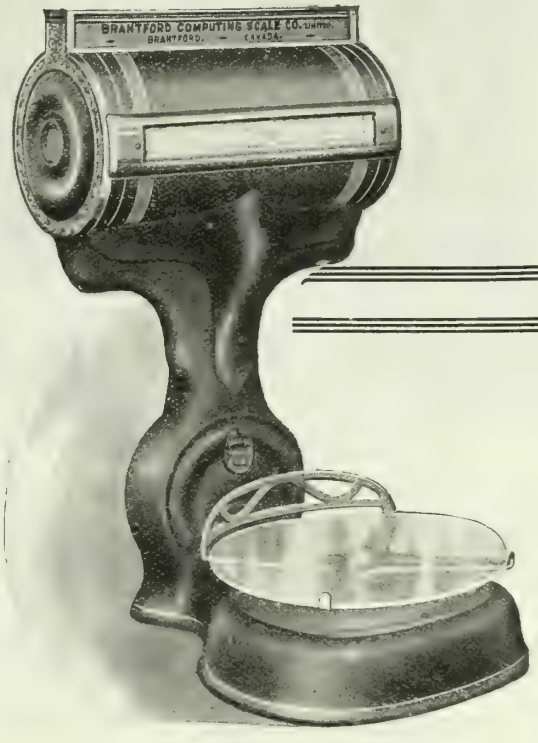
Limited

BRANTFORD - - ONTARIO

The New Cylinder Scale

This scale is made as sanitary and dust-proof as scales can be.

It is one of the best scales on earth to weigh with.



You want the best. The **Brantford** company makes it.

We also make Meat Slicers, and Cheese Cutters and the Fan type scale from 2 lbs. to 40 lbs.

All our customers are satisfied. Be one of them.

The Brantford Computing Scale Co.
Limited

BRANTFORD - - ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



SHOP-WORN

is an unwelcome word in the dealer's vocabulary. Your goods run much less chance of getting dingy and dusty when

STANDARD Floor Dressing

is used on your floor, your shelves, or your fixtures.

It preserves woodwork, prevents cracking and warping, and makes sweeping out easy.

By laying 90% of the atmospheric dust it increases the display of your stock, keeping it in fresh, attractive condition.

A single gallon covers from 500 to 700 square feet, and lasts from three to six months.

Best results are obtained by the Imperial Floor Oiler; it assures even distribution and prevents waste.

Supplied in one and four gallon cans, and in barrels and half barrels.

THE IMPERIAL OIL COMPANY

Limited

BRANCHES IN ALL CITIES

This is another of the many new Eureka Cold Storage Outfits we have installed.

This is the Perfection of Scientific Refrigeration and Display



Above is photograph of equipment installed by us at the store of Hicks Bros., 627 Queen West, Toronto

EUREKA REFRIGERATOR COMPANY, Limited, Brock Ave., Noble St., Earnbridge St.

Head Office and Showrooms: 27-31 Brock Avenue, Toronto. Phone: Park 51

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

Order a case of KLIM (household size) from your supply house to-day. It will sell fast and repeat constantly.

A Trade Mark that stands for Cheaper Milk for your Customers—more Profits for You.

Every one of your customers is vitally interested, if not concerned, in the continual increase in the price of liquid milk. It is becoming a burden on the family purse—and women are trying to get along without milk except where actually necessary.

This is your opportunity to sell KLIM—pure, separated and pasteurized milk in powder form. One pound of KLIM makes four quarts of liquid—and is cheaper, more economical, absolutely pure and remains fresh and sweet until the last grain is used.

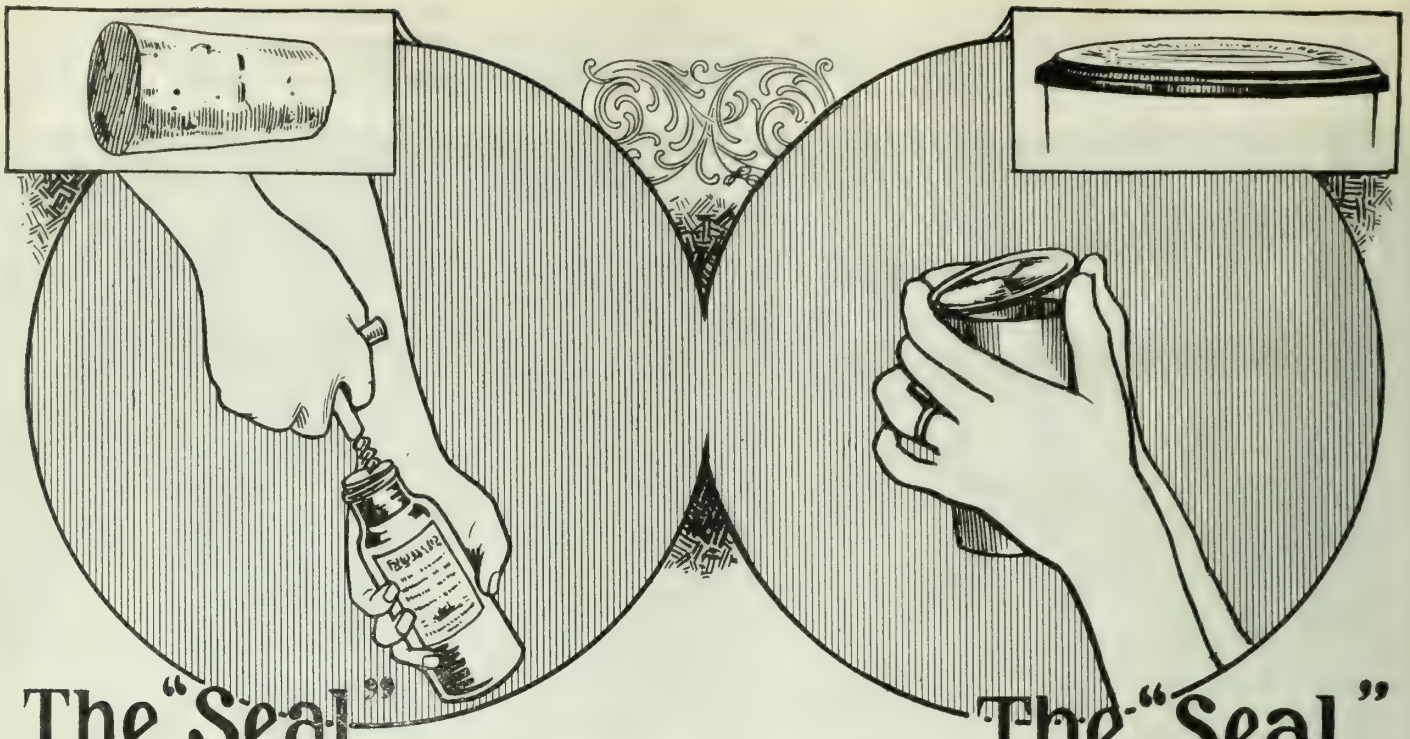


Canadian Milk Products, Limited
TORONTO

Montreal Office: 10 Ste. Sophie Lane

Stocked by: **W. H. Escott Co., Ltd., Winnipeg, Regina, Edmonton, Calgary Kirkland and Rose, Vancouver, B.C.**

Plants: **Brownsville, Belmont, Burford, Hickson, Ontario**



The "Seal" of Yesterday

The cork as a seal for pickle bottles, jars, etc., has had its day and is being rapidly replaced with Anchor Caps.

The "Seal" of To-day

Anchor Caps make opening easy and rid the housewife of the usual difficulty in removing corks. They appeal to customers.

Anchor Caps will boost your sales on all varieties of food products **because** their convenience, clean-cut, neat and attractive appearance appeals to the housewife; **because** they are absolutely air and liquid tight, which means no leaks and soiled labels; **because** they are the most perfect protection against mold and contamination that has ever been presented to the customer; **because** products packed under Anchor Caps retain their natural color and flavor from time of packing until they are consumed.

Mr. Grocer, insist on glass packages being packed under Anchor Caps if you will increase your business and reduce your yearly loss on returned goods to zero.





Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

The Trade Mark Which We Think Is One of the Happiest and Most Pleasing of Any Used in Our Country

Everyone loves the rose, and especially the beautiful red rose, and we are sure the success of our business has in no small degree been the result of our fortunate selection of the pleasing name "Red Rose," the integral part of which is the word "Rose," as our trade mark for tea, coffee and other articles. Coupled with this our slogan "is good tea" has practically assumed the status and importance of a trade mark and this phrase, we believe, too, has been a happy and fortunate selection.

The expression Red Rose Tea "is good tea" contains no coined or manufactured words, no foreign or other words difficult to understand or remember, but is composed entirely of the simplest words in our language, pleasing and easy to remember, which in our opinion have much to do with the continued success of any trade mark or slogan.

T. H. Estabrooks Company

LIMITED

St. John Toronto Winnipeg Calgary



Turn the national popularity of Keen's Oxford Blue to good advantage by constantly featuring this housewife's favorite.

There's a generous profit on every sale and repeat sales are assured.

Your wholesaler supplies Keen's.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA







Twice marked—Can't be forgotten

These "Checker-board" packages and bags are known everywhere. Known so well because all through the country they stand out prominently on the shelves of the good grocers; and because in every package is found such wholesome goodness.

Once used these nutritious whole wheat products can never be forgotten. Quality and food value make them wanted, and "Ralston" and "Purina" — names easily remembered—are emphasized by the distinctive packages and bags.

Present Prices—Ralston Wheat Food, 18-1½s, $3.40; 9-1½s, $1.80. Purina Whole Wheat Flour, 10-5s, $4.25.

Order through your jobber.

THE CHISHOLM MILLING CO., LIMITED

TORONTO

CANADIAN GROCER

Vol. XXXI. TORONTO, JUNE 29, 1917 No. 26

Trade-Mark Values Pass On to Retailer

Guarantee and Accumulated Value of Publicity a Considerable Asset — Store Gets Value in Return For Pushing BrandedGoods—The Legal End of the Question.

ONCE in a while even yet one hears a merchant debating whether he should discard the use of the Trade Marks of manufacturers in his store display and advertising and limit the individuality of all goods to the fact that they are for sale at Brown & Co's store.

Some stores insist on having all shoes with their own name; some fear to have the label of any certain manufacturer appear beside their own; even candy and castor oil must be the "Brown" brand, and pianos have been included in the category.

But so far, however, the movement to eliminate brand names from a store's merchandising seems to be weakening rather than gaining. More and more the merchant is coming to realize that branded goods are, for the most part, a guarantee of their reliability, and that the acceptance of these makes easier the ideal to which all aspire, a guarantee of every article that passes over their counter.

Favorable Impression on Public

Nor is the old feeling "I'm not going to spend my money in advertising 'The Eagle' Brand," gaining any stronger hold. It is becoming recognized that if a merchant is wise in selecting "Eagle" brand as one of the leading lines appearing on shelves, a guarantee should go automatically with the name, and any publicity that has grown to be attached to this name will accrue to him in the handling and sale of these goods. The average merchant now goes further and contends that the fact that he carries such and such a brand of high-class goods conveys a favorable impression to the public as to the general character of the rest of his stock.

Million Dollars a Letter

One or two instances will suffice to indicate the "selling" power of trade marks. In a motion for the dissolution of the American Tobacco Company on the ground that it was a "trust," sworn testimony placed the value of this trade mark at $45,000,000 and of total assets of $227,000,000, or 20 per cent. One Canadian trade mark is valued at $1,000,000 a letter.

Passes on Automatically.

The real meaning of this is—as applied to retail selling—that such brands have become familiar to the public after long tests have met their approval to such an extent that sales will result from the name itself, without any preliminary education on the part of the new band. Article "B" he has to introduce, to demonstrate, article "A" sells "on sight." The million-dollar letter value implies that it sells much more easily than an unknown and untried brand, for the value to the manufacturer is a "selling" value and automatically passes on from him through the various selling agencies until it reaches the ultimate consumer.

Using Sentiment

From the individual the belief in the efficiency of a "brand" has passed on to a community. "Sheffield" cutlery is famous. In Canada we have a "Made in Kitchener" association. We have no provincial groups, but "Made in Canada" has been and will be used as an offset to "Made in Germany." Whether "Made by the Allies" will come into existence as a preferential slogan remains to be seen. In the United States several States have adopted a brand such as "Made in Iowa," and a bill is now before Congress to compel the use of a label "Made in U.S.A." In such a case the brand gets away somewhat from the original idea, which was not only to stand as a guarantee of quality, but to secure for the maker that accumulation of value that would result from a test that had proved highly satisfactory. In the absence of a rigid system of inspection a "Made in Canada," a "Made in U.S.A." mark would be of sentimental value chiefly, and not necessarily a guarantee of quality.

Some Essentials in Copyright

In connection with this subject, there are articles presented here dealing with the value of the trade mark in goods to the retailer from one of the large departmental stores in Montreal, and one that treats in detail with the origin of trade marks. A few points upon the trade mark as a feature for a copyright or registration system will be in order.

By recent statutes a trade mark must consist of or contain at least one of the following essential particulars:—

1. A name of an individual or firm printed, impressed or woven in some particular and distinctive manner.

2. A written signature or copy of a written signature of the individual or firm applying for registration thereof as a trade mark.

3. A distinctive device, mark, brand, heading, label or ticket.

4. An invented word or words.

5. A word or words having no reference to the quality of the goods, and not being a geographical name.

So far as legal action is concerned, none can be brought for the infringement of an unregistered trade mark. For an ordinary infringement the remedy consists in damages and an injunction. Fraudulent infringement, however, is a criminal offence, punishable by fine and imprisonment, and carries with it the forfeiture of the goods.

Registration $35 and $40

So far as the registration of a trade mark at Ottawa is concerned, there are two kinds of registration or copyright, a "special" and a "general." The former gives a person the right to a brand name for a specific line or lines of goods, but this right does not extend beyond this. A general trade mark issued to a firm prevents any other firm using the brand for any article of manufacture, even if this particular line is not made by the firm to whom the copyright has been issued. The general trade mark is therefore a sort of "blanket" right. The cost of registering these through a patent attorney is $35 for a specific, and $40 for a general.

Interesting Origin of Brands

How Manufacturers Came to Choose Their Trade-marks—One Blouse Man Found His in a Window Card—Searched States and Europe.

Inquiries among manufacturers brought out some curious facts as to the origin of trade marks, some revealing a chance meeting with an idea that struck the fancy; others had been worked out with considerable deliberation. Some showed a close similarity to an aspect of the goods, or the process of manufacture; others held closely to the name of the maker. Below are given some of the accounts that were gathered by CANADIAN GROCER on this subject, and we believe that a perusal of these will be not only entertaining, but instructive, and will give a new meaning to many of the goods that find their way across the counter.

PURINA—A NAME SUGGESTING PURITY

The trade mark name Purina was adopted some twenty years ago to denote something pure. It is a coined word, and may, therefore, be protected in the courts, which makes it ideal for a trade mark. The Chisholm Milling Co. have also a protection on the checkerboard design used in all their products. This in conjunction with the trade mark names of Ralston or Purina make a strong trade mark combination.



CURLING—A TRADE MARK WITH A SCOTCH FLAVOR

F. W. M. Ross, secretary of the St. William Fruit Preservers, in speaking of the trade mark of the company, gives this interesting account of the reason for its adoption:—

"This trade mark was originally intended to be confined to our Seville Orange Marmalade, and since orange marmalade varies very greatly in quality it is highly advisable it should be sold under a distinctive name by which it can be easily recognized. Since the manufacture of orange marmalade originated in Scotland and that even to this day Scotch marmalade is generally considered the best, we desired a trade mark which would convey a suggestion of Scotch origin. Partly on this account and partly owing to the fact that most of the directors of this company are either Scotsmen or Scotch Canadians, we decided on the curling stone and crossed brooms, upon the suggestion of our president, Dr. MacInnes. The Scotch plaid was of course necessary, although forming no part of the trade mark. This trade mark combined with the plaid label, makes a very attractive label which is also distinctly original."

THE KEYSTONE BRAND

The well known brand of the Stevens-Hepner Company, of Port Elgin, was derived, according to information supplied by Mr. Stevens, as follows: Soon after we started in business twenty-one years ago, we discovered that some of the wholesale dealers objected to our name being stamped upon the brushes, though very few of them objected to a trade mark, and as we were endeavoring to turn out a strictly first-class article, we did not wish to send out the goods without some distinct mark. It appeared to us that a customer going into a store to select a brush would have more confidence in an article which bore the mark of the manufacturer. In deciding upon the design which we should use, we had in mind something in the nature of a clear-cut outline which could be readily used in a steel stamp as well as a rubber stamp and would also have a good appearance on a label and the Keystone design seemed to us well suited for this purpose. For a time this mark did not mean much to us or to our customers, but to-day the Keystone stamp on a brush is recognized to stand for an idea of service and quality.



GAZELLE BRAND TYPIFYING A SERVICE

The trade name Gazelle Brand was chosen by the firm of Hudon Hebert and Co., Montreal, to typify some of the best points of the products so branded and to relate them in a way to the management of the firm itself. They point out that delicateness joined with stamina and neatness have been the noted characteristics of the Gazelle through all time. They link this trade mark up with the firm in the following way. The Gazelle



is noted for its freedom of movement, which they claim is in a measure a reflection of the freeness and liberality of the firm. Its gracefulness has its counterpart in the courtesy that is extended by the firm to its clientele. In this way the firm have used and advertised this brand, to suggest the character of their business dealings. The Gazelle Brand is not merely the trade mark of a brand of goods but of a firm.

QUAKER—HOW THE NAME CAME TO APPLY TO CEREALS

The Quaker trade mark, as it relates to cereals, was originated by Mr. H. P. Crowell, at Ravenna, Ohio, in the early seventies. At first it was used in relation to rolled oats only, and the mark, of course, was adopted because of the known purity and soundness of the Quaker sect. Originally the sale of Quaker Oats started in a small way, but from the beginning the name was associated with quality of product, and it has since been developed by advertising and continued application to the improvement of all cereal products. You will see Quaker Oats in Egypt, South Africa, India, Australia, and for use in hot climates it is put up in hermetically sealed tins. The company can show photographs of Quaker Oats in this manner being conveyed across the Sahara Desert by camel.



Y. & S. A LONG ESTABLISHED MARK

Y. & S., the well known trade mark of the National Licorice Company, of Brooklyn, N.Y., represents the long established trade mark of one of their antecedents, Young & Smylie. It has been used on



pure stick licorice for the past forty years and is probably the best known brand on the market. It signifies the best that can be purchased. This firm has also a Canadian factory at Montreal.

KLIM?

While this name has been known for same years in the United States, it is a comparative stranger to Canada. The product was introduced to the Canadian trade by the Canadian Milk Products Company of William Street, Toronto, about two years ago.

The idea behind the name is, of course, made quite evident to those who follow the injunction to "spell it backward." This idea is not as new as it once was, though in justice to the originator of the name it must be said that when it was thought of, the idea, at least as a trade idea, was distinctly novel. Since then the number of spell-it-backward names has grown amazingly, which in itself is a form of flattery of the idea.

Mr. Levis, of the Canadian Milk Products Company, when asked about the effectiveness of the name, stated that it was open to one objection, that people mispronounced it. Just why people should mispronounce such a simple word

is hard to say, but they do. The right way, of course, is to give the letters the same value that they have in the parent word Milk.

"CLIMAX" BALERS

The Climax Baler Co., of Hamilton, give the following explanation: The meaning of the word "Climax" is given in the dictionary as the highest point. We chose this name because we are making a line of Baling Presses which are built by skilled workmen and of the best material that can be obtained, and the result is seen in the finished article which is positively the highest quality of its kind on the market. The word "Climax," backed by our liberal guarantee of service, has been of special value to us, not for its name only, but for what it stands for, which is shown by the repeated orders we receive from the Canadian Government and many of the largest corporations in Canada.

NUGGET A SUGGESTION OF VALUE

Nugget, a name used to suggest something of great value, and bearing in conjunction with the name, an illustration of a gold Nugget, the great hope and expectation of the gold miner, is the registered trade mark of the Nugget Polish Company, Limited.

This polish was first put on the market about twenty years ago by Messrs. Lane and Fitte. In 1901 it was changed to a limited company under its present title. The company is reputed to be the largest one of its kind in the world. The head office of the company is in London, England. There are branch offices in Australia, New Zealand, South Africa, Canada, Holland and prior to the war a new factory was opened in Germany. This is the only factory not at present in active operation.

O-CEDAR POLISH—THE DERIVATION OF A WELL KNOWN TRADE NAME

C. A. Channel, of Chicago, the brother of the Canadian president of the Channel Chemical Company, was the first to see the force of the trade mark of the company. There is usually an interesting story behind the way that these names originated. It is so in this case. This interesting information is supplied by T. A. Channell.

Originally it was known as Cedar Oil, and during its infancy Mr. C. A. Channell was one of his own salesmen. Being desirous of improving his name, he was looking around for a trade mark. One time he was calling on a customer who knew him, but had forgotten the line he was carrying, and in answer to his explanation of the line, replied, "Oh! Cedar is it?" The exclamation and the way it was said remained in his mind for some days afterwards, and he realized that as some of the products in the goods and some of the compound is part of Oil of Cedar the letter "O" with hyphen "Cedar" was adopted, still using the word "Oil." The Polish was added some time later as it was realized that the compound was used for polishing furniture, not oiling it.

The custom of putting the word "Polish" under the letters "dar" was adopted some time later when we were desirous of making our trade mark more attractive and more catchy; thus in reality our trade mark specifies some of the compound that is contained in the product, although not originating in part from that, namely, "O" not coming from "Oil of Cedar" and "Polish" also explains what it will do as O-Cedar Polishes.

"VERIBEST"—THE CORDON BLEU OF THE ARMOUR PRODUCTS

Armour & Company market their goods under three labels, the oval, the Helmet and the Diamond Brands. The oval brand that carries upon it the trade marked name "Veribest" stands head of these three grades. It is the de luxe edition of the Armour products, and the goods that bear this label must also bear an inspection that assures the honesty of their name; that assures that in this line of goods there is actually nothing better. It is the high level of the production of the company. Therefore the oval label is known as an assurance of quality backed by the opinion and experience of the firm, which believes in having a name mean something.

RED ROSE A NAME WITH ASSOCIATIONS

Everyone loves a rose, especially the red rose, and the T. H. Estabrooks Company give no small credit for their business success to the happy selection of the pleasing name Red Rose. Coupled with this in the eyes of the firm is the slogan, "Is good tea," which has practically assumed the status and importance of a trade mark.



Because the expression Red Rose Tea "Is good tea" contains no coined or manufactured word, nor any foreign word, or words difficult to understand or remember, but is entirely simple is the reason those charged with the firm's interests believe it is not only a well chosen but a successful trade mark.

2 in 1—THE NAME THAT TELLS THE STORY

The trade mark "2 in 1" had its origin from the nature of the product itself. At the time this line was first brought out, one of the most satisfactory lines of shoe polish consisted of what is known as a combination, requiring the application of liquid first and then the paste to bring up the polish. As "2 in 1" combined the work of the two, the name was very apt. Extensive advertising and energetic merchandizing have done much to make the trade mark well known.

WHERE DID THE GROCER GET HIS NAME?

An Interesting Evolution—How the "Engrosser" of France Became the Grocer of To-day

THE grocer has become so much a part of the life of any country, now he marches, so to speak, so near to the band in the procession, that in pondering the matter it would seem as though the grocer had always been. That is far from the fact, however. As a matter of fact, the grocery store as such is the product of comparatively modern times.

Only a few hundred years ago certain foresighted tradesmen in France went about the country buying up bargain lots of merchandise. They bought fire damaged goods, bankrupt stocks, all sorts of commodities. They bought these things "en gros" and made money out of them. The trade was carried to England, where a man who bought hardware, thread, furniture, vegetables "en gros," or in large quantities, called himself an "engrosser." This was later shortened to "grocer," but the term was still applied to the proprietor of a general business. The grocery was a sort of racket shop, like the modern 10-cent store.

Gradually, it appears, the "grocer" found it more profitable to deal in tea, coffee, spices, fruits, and non-perishable foodstuffs, and he confined his attention to these things. He took over the business of the "spicer"—and in France and in our own Province of Quebec, the shop we call a grocery is still known as an "epicerie."

So in this way the grocer found a name for himself, a name that has long since lost all of its original meaning and has come to have a very definite significance of its own.

AUSTRALIAN WHEAT FOR BRITAIN

W. A. Holman, Premier of New South Wales, stated recently in London that Australia had taken over the whole wheat production under Government control. He quoted figures showing that Australia had 4,500,000 tons in excess of home needs which would be shipped to Britain as soon as the transport problem was solved.



The bright and attractive interior of the Geo. F. Howell Store, Dundas Street, Toronto.

Making the Provision End Profitable

Saving Waste, the Only Means of Handling a Drawing Line at a Profit — How This May be Done, and at the Same Time Benefit the General Service— Speeding up the Provision Department.

THE produce end of a business may not be a very good moneymaker of itself, but it is a good business for all that. At least that is the opinion of George F. Howell of 523 Dundas Street. The way Mr. Howell figures it out is this. The person who comes in to buy cooked meats isn't likely to buy these alone, and therefore there is a very fair profit to be expected on the other purchases, while the cooked meat section provides a drawing card that it is hard to equal.

Not that Mr. Howell figures on doing this business without a profit. In the nature of the things, the profit is small, but his idea is that there is no use making it any smaller than need be. The quickest way to do that of course is to let the customer pick out just the cut of meat that she thinks will suit her best. That of course means that she will choose the choicest bits and leave the parts that are not quite so choice for the merchant to dispose of as best he can, which in a good many cases means that they are a complete loss.

Selling All That Is Saleable

The idea of Mr. Howell is to make these slightly less attractive portions sell along with the others, and to spread them over a number of sales, so that every patron can expect to have first class service. You can't do this by the method of letting the customer choose what they will have. Therefore Mr. Howell has adopted the plan of cutting all the meat beforehand, and putting it up in attractive packages. In that way everything is sold, and the wastage that would otherwise occur is obviated. And it is to be remembered that the wastage represented by the unsold end of one cooked ham, for instance would more than make up for the profit on the whole sale.

Not only that however, but there is the matter of promptness of sale. There are days when a few extra minutes in serving a customer is of no particular moment, but on Saturday for instance, this is a very important point. Every customer who takes an exceptional time in making up her mind as to just what she wants is keeping some other customer waiting, to the probable irritation of that customer, and consequently to the disadvantage of the store. With Mr. Howell's method, there is none of this waste time. The customer asks for cooked ham or bacon or some such thing, and it is promptly provided with her requirements already wrapped. Mr. Howell's customers have become quite used to their practice and apparently are glad of it, it cuts down the time taken by shopping, and they have found from experience that they do not suffer from this way of serving. On Friday night when trade is quiet, Mr. Howell and his assistant cut up and package all meats of this character that they think will be required by the Saturday trade. These are placed in piles in the refrigerator that is conveniently situated at the end of the store.

A Proof of Better Service

It does not need any proof to show that by this method there would be a great speeding up of service. If such proof were necessary, it might be stated that on a recent Saturday, which was not an unusual day, Mr. Howell and one clerk served considerably over seven hundred customers in the one day. To do that work there was need for a promptness of service that left little time for unnecessary delays, and by this method of handling one department of his store it has been found that there is a very material increase in the speed in which the serving may be done without in any way affecting the service rendered.

Mr. Howell is a believer in up to date equipment. They are the best means he believes of making a business really profitable. The cooked and cured meats in his opinion could not be handled at a profit without modern cutting appliances while modern scales and other counter equipment, and modern display refrigerators are just as important in their place.

(Continued on page 29.)

On Taking in a Partner

Be Very Careful—Take Steps to Safeguard Yourself—No Reflection on Anybody in Safety First.

By Henry Johnson, Jr.

One writes me:

Dear Sir:—Please advise me as to agreements, etc., about taking in one of my clerks as partner.

My investment is about $6000. He wants to put $2000. Business established, etc. His capital would make total about $8000 in business. Would it be a good idea to give bond to each other as safety first?

Yours very truly,
R——J——E——

You manifest great good sense in thinking about this point and planning to safeguard both parties before making the deal. Men who have worked together, as you and your clerk have done, are apt to feel such confidence in each other that they enter into vital agreements like partnership very loosely. Then trouble is liable to follow.

This is not because both may not be entirely honest and well intentioned, but because taking a partner is like taking a wife. If things are not reduced to contractual form so that agreements are very well defined, the parties are liable to misunderstanding due to faulty memories, or the varying interpretations different men are apt to put on verbal arrangements, and all that sort of thing. Misunderstanding breeds grievances, then suspicion, then positive distrust and naturally dislike. Then litigation to cause heavy losses, if not complete ruin.

But if the framework of the agreement is written with such accuracy and care as can be accomplished by a high-grade, conscientious attorney, not only is trouble likely to be avoided but much is done to insure that harmony without which few businesses can be made successful.

Corporation Best Form of Agreement

Even so, the partner is still like the wife in that each partner endows the other with "all his worldly goods." There are, I believe, such things as limited partnerships; but the best form is the corporation, either limited or unlimited, for then the exact powers and liability of each party are clearly defined. Error of judgment or dishonesty and deceit still may occur; but then no liability beyond the assets of the corporation is visited on the honest ones, or on the corporate body, while the punishment or correction of the erring one is a comparatively simple matter.

Again, here is a man who has built up a busines—it is "established" he says. He has made it worth $6000 in tangible assets, plus good-will value of which he says nothing. If he takes the young man in as partner with $2000, that young man obtains equal control with himself, though he comes into a business built by the efforts of another and, for his $2000, gets an equal say-so in a business worth not only $8000 but the additional value which attached to a going concern. That additional value generally is taken to be worth a sum equal to the aggregate net profits of the three years immediately preceding. Let us suppose that the net profits of this business have been only $1000 annually. Here, then, would be $3000 extra value; and for his $2000 the new man would enter into control of assets worth $11,000.

No Bonus Called For

No bonus is mentioned, and I suppose that none is contemplated; for to get paid anything for good-will is difficult and rare. Nor does that matter so very much if a corporation is formed, for in that case the original owner will retain the control just as completely, just as absolutely, as he has it to-day. This is right and proper, too; for surely if there is to be trust in one party more than in the other, that trust should be placed by the new man in the one who contributes most to the enterprise and who, moreover, is the one who has made the enterprise valuable and worthy to be entered.

If a corporate form is adopted, the new man has entire protection against bad faith—and surely that is all he can want or reasonably ask for. He is assured of getting exactly what he is entitled to get, more so, in fact, than under a partnership agreement. Hence, he cannot object to the corporation if he is actuated by fairness and good faith himself.

For the present owner of the store there is a distinct advantage in forming a corporation at this time, because undoubtedly his assets will be inventoried and they will go in at present market values. Whatever of enhancement the present inventory contains will serve to give him a sort of bonus—just as actual, just as tangible as one definitely stated by agreement.

Altogether, therefore, taking one consideration with another, a corporation formed to-day on present values between the parties will be entirely equitable.

Many other considerations besides that of simple good faith and common honesty are better provided for in a corporation better than in a partnership.

First, wages charged to expense. An agreement may be made between partners as to just how much each is to draw as wages, or income; but as partners have equal rights, equal access to all assets and control thereof, any partner can take what he pleases. The law regards each as owning all the assets. In a corporation, wages or salaries are fixed by the directors and for anyone to draw more is a character or stealing and can be handled accordingly.

In this case, the present owner undoubtedly has decided in his own mind that certain value will accrue to him to have somebody working with him whose interest is as completely bound up in the business as his own. He probably has agreed with his clerk on the salary the clerk is to draw in the new deal. As controlling stockholder in a corporation, he can fix both his own and the new man's salary as conclusively as he can to-day.

Second, earnings. The new man comes into 25 per cent. interest in the concern. As partner, he would have every right his present employer has. As 25 per cent. stockholder, he would have control only over 25 per cent. of the net earnings. If a sufficiently valuable man, it might be agreed that the clerk would have as big a salary as the present proprietor. He might have a bigger salary. If the present owner wanted to retire, or spend most of his time away, the clerk might have the only salary. In this way he can be compensated for any extra service he renders to the business. At the end of each year, when earnings are ascertained, division is made 25 per cent. to the present clerk and 75 per cent. to the owner. Then, if he likes, the bigger stockholder can give the clerk an extra bonus. But the point is that everything is under control of the present proprietor, unless later on he sells, or gives, the clerk some additional stock up to 50 per cent. or 51 per cent. of the total.

Third, safeguards. A provision should be inserted in the articles of incorporation that dividends be limited to a certain percentage on the stock and extra earnings above such dividends be placed in a surplus fund. That surplus should be accumulated to a certain total before dividends are increased. Surplus should be invested in high-grade securities.

Finally, get a good lawyer. Get one that costs money. You want the best advice and most skilful servise. Go into all these points with him. Now is the time to provide security. Do it now and do it right.



MAKING THE PROVISION END PROFITABLE

(Continued from page 28.)

Mr. Howell's store is very attractively arranged. It is well lighted from two sides and presents a very bright and airy appearance. The butcher business is probably the backbone of the business, but he also conducts a grocery department than comes a very close second. In every item of the business, Mr. Howell keeps complete charge, and it is his careful personal supervision and the understanding that he has of the business and his way of making it put its best foot foremost, that has contributed so largely to its success.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - *President*
H. T. HUNTER - - - - *Vice-President*
H. V. TYRRELL - - - *General Manager*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 1313.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI. TORONTO, JUNE 29, 1917 No. 26

EDITORIAL BRIEFS

THE scarcity of tin plate continues to be one of the vital questions in the matter of food supply. The reason is mainly this, that tin plate is 98 per cent. steel and 2 per cent. tin, and everyone realizes why steel is scarce.

* * *

NOW it is reported that Spain will join the Allies. Spain has always been a great friend of Germany, but with Germany, friendship is supposed to work only one way, and Spain has grown tired of turning the other cheek. Germany's friends grow fewer daily.

* * *

C. C. WATTS, secretary of the Dominion Millers' Association in giving evidence before the Board of Grain Supervisors sitting in Winnipeg, urged the wisdom of adopting war flour similar to that used in England at present. The slight sacrifice of quality that would be entailed would result in a very large saving. He believed that circumstances justified this sacrifice.

* * *

THE newspapers have been making great capital out of the statement of Mr. Hoover that the country was loosing $50,000,000 monthly owing to the operation of food speculators. The newspapers have edited his remarks, by adding the word Middlemen. Mr. Hoover did not say, nor, if other quoted remarks are to be believed, did he mean middlemen. He meant speculators, the men who serve no useful mercantile purpose, who are not distributors, but who are merely holders waiting for an advance.

IF THE newspapers' propaganda against the merchants in general is so strong, there should not be any necessity to falsify the evidence.

* * *

THE Weekly Bulletin of the Department of Trade and Commerce reports that the Formosan Sugar Company has secured a contract for 5,000 tons of sugar for delivery this month. This is the largest importation of Japanese sugar since 1911.

* * *

NO ONE knows at this time just what is happening in Russia. Germany evidently shares this uncertainty. She is in a quandary between the possibilities of striking now when Russia is unprepared, or taking a chance of not needing to strike at all. As long as Russia can keep them thus guessing she is serving some purpose at least.

* * *

IF HERBERT HOOVER can generate enough patriotism in the breasts of the Urban American to induce them to give up Cabaret shows, he will have done something. Of course it is easy enough to make the rural American throw up his hands at the enormity of such affairs. They are dear, however, to the heart of New Yorkers and other city dwellers, and even Mr. Hoover's charge that there is enough food wasted in these unnecessary fourth meals to feed four million people may not seem of particular interest to them.

* * *

SPEAKING of Mr. Hoover, he is certainly putting across some charges that should be sufficient to get the public attention. Fifty million dollars a month is the amount that is being taken by speculators from the American consumer in excess of normal profits of manufacturers and distributors. Further, he declares that with proper regulation the price of flour should not have gone beyond $9 a barrel. Mr. Hoover has large powers and it will be interesting to see how he will handle the problems he himself enunciates.

* * *

ELIMINATING DELIVERY WASTEFULNESS

WITH the idea of eliminating wastefulness in every store in the city, through each having its individual delivery rigs, the Retail Merchants' Association of Saskatoon, Sask., is considering the matter with a view to taking some joint action. It has been suggested that the retail merchants pool their interests in this connection and form a big rig company with delivery zones mapped out and times set for delivery.

The same difficulties which confronted merchants in several Ontario towns prior to the installation of a co-operative system are in evidence in Saskatoon, and the Retail Merchants' Association will have to do a good deal of educational work among the public in order to secure their co-operation. These difficulties consist of hurried last minute telephone calls with

orders to be delivered for supper, and the general tendency to leave things till the last moment and then try to make up for it by the use of the telephone. Such action to do away with the duplication of labor is fitting at the present time when national economy is a subject so much to the fore, and merchants generally are showing their interest and support to any reforms tending to relieve an otherwise tense situation.

THE WHALE AND THE H. C. of L.

THE United States Bureau of Fisheries has discovered that Whale meat figures as a very satisfactory food. It sounds as though it ought to come in as a fish diet, but as an actual fact, according to experts, it tastes like beef. Seems as though it ought to be a reasonably inexpensive dish, too. Each whale that is served up contains about five tons of excellent meat, while the refuse makes oil and fertilizer, and the hide a very serviceable leather. It would seem that the way to live cheaply these days is to go out and catch a whale.

DAYLIGHT SAVING

WE now have a definite promise from Sir George Foster that Daylight Saving measure will shortly be passed. While there may have been a good many arguments against the system as it was applied in various scattered locations throughout the country, for in such a measure as this uniformity is everything but now we are promised uniformity and the last objection is gone. Surely no one will be so hard headed as to prefer darkness to light. The new bill will give an hour more of daylight for people to do as they please.

THE POST OFFICE AS A DELIVERY SYSTEM

THERE is a move on foot in New York City, in which all the large stores are interested with the idea of eliminating private delivery system and turning the whole work over to the postal department. When the size of the city to be served is remembered, and in conjunction with that, the fact that nowfhere in the world has the delivery system with all its unnecessary overlapping and waste obtained so firm a hold as it has in Greater New York, it is easily seen what an epochal change such an arrangement would be. Yet it is understood that the New York Post Office has sigfiified its willingness to take over this monumental task. Whether this move will actually materialize or not is hard to say, but the very suggestion is of moment. If it is a possibility in New York, it might be far more easily arranged in many Canadian cities.

FIFTY YEARS OF CANADIAN LIFE

IN this issue we are celebrating the half century of greatest moment in the history of Canada. These have been the transition years, the years between youth and manhood. In looking back over these years Canada has no need to be ashamed. They stand not only as a bright record of the past, but a fair promise for the future. In the din of these present troubled years it is well to remember that Canada has lived through other troubled times and has grown strong thereby. The story of these years is surely a hopeful portent for a greater, more free and more united country than we have yet known.

CANADA'S FOOD CONTROLLER

THE appointment of the Hon. W. J. Hanna to be Canada's Food Controller, is generally acknowledged to be a wise move. There is a general feeling that he is the right man for the place, an opinion that has been heightened by the fact that he has not immediately burst into print with a general statement that now everything is all right.

Mr. Hanna has said nothing. Moreover, he immediately went to Washington to get in touch with Herbert Hoover who occupied a similar position in the United States. This seems to be an indication that the great problem will be tackled from the right angle. Just how much it is possible to accomplish in a country such as this by the activities of such an official is yet to be discovered. It is a fairly sure and certain fact that without the fullest co-operation between the two nations the result of his activities would have been nil.

It is to be remembered that the controllership that has proved itself of value in the British Isles, is facing far other conditions than exist in Canada or the United States. It is possible there for the Government actually to control all food products and to be the practical distributor. This is made easy by the fact that the bulk of their food is imported. Canada and the United States are, however, producer nations. For a Government to adopt the same system here would entail far other and far more extensive machinery. The problem is a different problem, and whatever its solution, one thing is certain that it will not be the solution that has been found in Britain.

Any attempt to set a hard and fast price would be disastrous. It would in all probability decrease production to a serious degree, it would entail the necessity of Governmental control of the trade of the whole country. It would be hopelessly ineffective unless the Government was prepared to be the purchaser of all food stocks.

On the other hand there are great questions of equable distribution, of transportation, of conservation, of extravagant handling charges. All these and other companion problems have a vital connection with the cost of food, and are questions that may well come under the observation and direction of a food controller. The wise administration of large powers on these and kindred subjects might well be of inestimable value to Canada and the war. The choice of the Hon. Mr. Hanna seems to be a good omen.

A Glimpse of Canada in Light of 50 Years

The Progress of the Past Half Century From a Small and Struggling Group of Colonies into Nationhood—Some Incidents of the Past Years and Their Bearing on the Present—Outstanding Items in the History of Canada's Development—How the Record of the Past is a Promise for the Future.

THE passage of fifty years does not bulk very large in the retrospect of history yet this lapse of years, compassed by the lifetime of a man, means much to any country. To Canada it has meant the growth from a small and struggling colony into nationhood. The transformation of a country, cut into fragments by great stretches of uninhabited lands, and separated league after league by almost pathless wilds into a unified whole, united in interests, in feelings and in the interchange of commerce, and welded firmly together by the steel rails of progress.

There in the council chamber fifty years ago sat a group of men discussing the question of the name for this new country that was being born, and whose possibilities were beginning to steal in upon their imagination. Perhaps it was this that turned them from the old time worn and time sullied names of nation and Empire and kingdom to seek some newer fresher title unsoiled by abuses of old times. Perhaps it was the inborn vision of a country lapped by three oceans, of great rivers opened for navigation, of a trade stretching to the farthest confines of earth that called to the mind of one of those present the great words of "Holy Writ," and in the stillness the Hon. Samuel Leonard Tilley quoted "He shall have Dominion from sea to sea, and from the river to the ends of the earth." Dominion from sea to sea! Canada had found its name.

How well the years have born out the vision of the fathers of Confederation even a cursory survey will readily show.

Material growth may not be the truest sign of greatness, but it is a tangible evidence that is indicative of many things, of a new country of course, of a country where democratic principles prevail; for autocracies do not double their population in fifty years, of an energetic people reaching out for a greater advance a wider vision, both in material things and in those intangible ideals that make for a great Dominion.

Fifty years ago when the fathers of Confederation were gathered about the council board, this was a far different country from what it is to-day. To begin with it had only a population of three and a half million souls against a present population of slightly over eight million. More than three quarters of these few millions were gathered within the comparatively small confines of the provinces of Ontario and Quebec. Four out of every nine persons lived in the province of Ontario and three out of every nine in Quebec.

When the West Was the Great Unknown

West of the Great Lakes was the vast unknown, a few wandering trappers a few factors of the Hudson Bay Company in isolated posts dotted that immense stretch of country. Even in Winnipeg one of the great trading posts of the company, then known as Fort Garry there were less than 300 souls, while in all the enormous stretch of mountain and prairie land there was only a total of some 100,000 people, whites and half-breeds. These were scattered over the whole sweep of that immense country, at trading posts, in fishing villages and lumber camps of the Pacific coast.

The Ebb of the Gold Rush in British Columbia

Of all the great country west of the Lakes, British Columbia was the only portion that could be said to be settled. Rough uncouth settling it was, the settlement that follows the cry of "Gold;" for it was the discovery of Gold on the Fraser that led to the influx of thousands of gold seekers, rough men, but the stuff of which pioneers is made. Into the mountain wilds of Western Canada they came following that "Will O' the Wisp" of fortune that has always had its power to draw men; to give to the Canadian west its first real impetus. For a few years the fever burned hotly, gold there was, and men drifted up and down the great streams hearing tales of a fabulous wealth, there for the finding. Gold there certainly was for in 1863 upwards of four million dollars worth of gold was taken from the Fraser and Thompson valleys. A fabulous sum in those days before the world had begun to think so readily in terms of millions and billions. But that great year was the swan song of the British Columbia gold fields, never again did they reach that total. Year by year the output dwindled; dwindled, too, the mushroom towns that had grown up on the scene of the supposed Eldorado. Gold was still to be had for the labor, but the bubble of fabulous wealth had been pricked and the hardy adventurers were off to some newer land of promise.



A First Glimpse of the Capital—in the Early Days of the Federation.
—From an old print.

The Gold was still a great industry for those times, but the glamor of it was gone and it had settled down into its rightful perspective. As yet no one had realized that there was a new Eldorado at their very feet in the swarming life of the great rivers, teeming with fish. The British Columbia fisheries that make the hey day of the gold rush seem as nothing, were practically untouched.



THE FATHERS OF CONFEDERATION

A reproduction from the official painting of the men who formed the conference at Quebec at which the agreement between the various provinces was reached. The original, unfortunately, was burned in the fire which destroyed the House at Ottawa last year.



St. James Street, Montreal, Looking West, 1881, and As It Is To-day

At the time of Confederation there were one or two whaling enterprises, and a solitary cannery on the Fraser. The coal fields of the province had been discovered and were being worked to some extent, but they were practically only tickling the soil.

British Columbia was shut off from the remainder of the country by league upon league of pathless prairie, a journey of long toilsome perilous weeks. The sundering force of distance kept the west and the east as far apart as the poles in their material and social interests.

Shipbuilding Industry of the Down East Coast

While British Columbia was feeling the impetus of the Gold rush, the older colonies by the Eastern Sea had progressed somewhat more solidly if in a less spectacular way. In Nova Scotia, favored by the yet almost virgin forests a great shipbuilding industry had been built up. Every creek almost had its shipbuilding yard. These vessels were sold on each side of the Atlantic. There had been, too, a spasmodic activity in the Nova Scotia coal fields for half a century. At the time of Confederation they were mining some 600,000 tons of coal about half of which was used locally and half was shipped to the United States. There was also some little smelting done of Nova Scotian Ore, though this industry had hardly developed beyond infancy.

The Maritime Provinces like the far west were also cut off from central Canada by enormous areas of uncleared untracked land. Indeed the association of these Eastern provinces was much closer with the United States than with the other parts of Canada.

"Boston," said one Nova Scotia representative, "is only a few hours' trip, but to come to Toronto you need to mortgage the farm to pay the fare."

In this casual statement lay a great element of danger to the unity of the young country. The drift of things was naturally from Canada to the United States, which was then the land of opportunity.

The Lure of the Republic Draws Canada's Sons

The very name, Republic, drew like a loadstone, those immigrants from the older lands of Europe, eager and heart hungry for some spot on earth where they might find freedom. The very name of Canada's southern neighbor had a drawing force that the colonies of Canada could not have. In those early years therefore there was a marked and dangerous tendency, not only to lose the fair share of immigration from overseas, but to lose as well many of her own young men who thirsted for the opportunity that it seemed to them could only be obtained in the more advanced country to the south. This flux of young Canadians across the border was hardly compensated for by the influx of population that at this time reached very small proportions.

The country was mainly a great wildesness with areas of civilization dotted at irregular intervals, with no means of communication between the different localities. It was not a great country, but several small states each trying to work out their own salvation with very little reference to the general whole. Despite these conditions there lay in these scattered colonies the seed of greatness, but with no immediate promise of any harvest to catch the attention. Not unnaturally therefore the tide of population was turned from their shores to the breezy, boisterous, prospering neighbor to the south.

A Glimpse at Canada's Early Industries

Even Canada's industries were of no great extent. A land that has become one of the premier farming nations of the world, in those days just prior to Confederation had not yet awakened to the immense possibilities of her virgin fields. Ontario, tilled more land than all the other provinces together. In New Brunswick only 1/10 of the land was cleared, and it was to be had for 50 cents an acre or in return for certain statute labor. In Nova Scotia land sold for $45 per hundred acres. Only in Ontario had farming become the backbone of the country. In Quebec the lumbering industry was the chief source of revenue and no mean source even in those days bringing in a total of some $14,000,000. Other industries were few and far between. The saw mill the grist mill and the brewery were the beginning of manufacturing development and around these grew up the whole manufactory of the nation. Around these mills grew up the village that grew in size as the exigencies of conditions demanded till even at the time of Confederation Canada had some sizable towns. The population of Montreal was 100,000 of Quebec city, 60,000 Toronto came next with 50,000 while Hamilton, Halifax and St. John, N.B., each had about 25,000 inhabitants. But it is not in these cities but rather in the more slowly developing rural districts that can be traced the impetus that has sent Canada so far along the road of progress.

A good many of Canada's industries were purely fortuitous in their origin. The great tannery industry grew up because Canada was to a considerable extent a grazing country. Everyone kept a cow or two, even in the cities the cow was an almost indispensable adjunct of the household. The day, being the day, of the cow, it was natural that hides were plentiful. The abundance of hemlock and oak bark was the other condition that assured the growth of this great industry.

At that time too there grew up a great woolen industry, fostered by the famine in cotton that followed on the dark days of the civil war. Moreover in this early industry Canada held a high place, and the honest worth of her tweed was widely recognized. These were the days when homespun was still the prevailing style more than half the farmers still took their wool to the carding mill, then home again for the women to spin it and back to the custom weaving shop to be finished. Such was the beginning of the clothing industry that is such a factor in Canada to-day .

The Growth of the City from the Humble Beginning of the Crossroad Mill

Our great manufacturing industries sprang just as naturally from the corner blacksmith shop. First only a repair shop but gradually emerging from the early stage, doing small manufacturing operations till out of this finally arose the great manufacturing establishments that have meant so much in Canada's development.

It was about fifty years ago that some of Canada's natural resources first began to be discovered. Oil was discovered in Lampton in 1862, and Petrolia in 1876 was tanking 3,000 barrels a day. The only difficulty confronting this new discovery was to make the demand for it equal the supply. About half the amount was used in Canada. Efforts were made to ship it to Liverpool, but the port authorities there refused to give "the evil, smelling product" storage room so there was no incentive to develop this great industry for some years, until in fact manufacturies had developed in Canada, and until the wider knowledge of the many uses of the product led to an almost limitless demand. In 1866 salt was discovered near Goderich, Ontario, and its 90 barrels a day constituted the whole output of Canada's salt industry.

There was very little manufacturing in those days. One sugar factory in Montreal provided one of the first instances of industries based on foreign supplies.



Old Houses at Point Levis.

From an old print.

This Company The Canada Sugar Refining Company is still doing business in Montreal. The great chemical industry was also in its infancy at the time of Confederation. Drugs, soap, starch and potash were practically the only products in this field. Of Canada's great dairying resources there was hardly a trace at this time. There were in fact only a half a dozen cheese factories. From this small beginning only half a century ago has sprung one of Canada's premier industries.

Riveting a Continent With Steel Rails

Canada was just waking into a realization of her possibilities in the year 1867. Possibly it was this spirit of the times that brought about a political Union that was to make Canada a Dominion from sea to sea, that showed also to these men who had dreamed this dream of Union the necessities that lay before them, showed them the disintegrating effect of isolation, and pointed them to the possibilities of a country united by a great highway of steel from the shores of the Atlantic to that other shore half the world away.

At any rate it was the development of Canada's railroad systems the demand for which had been part and parcel of the Confederation issue, that has been the source of almost every forward step that Canada has taken in all the years succeeding. Ontario had been built up around the Grand Trunk Railway and there was now to be another example of what



Victoria Square, Montreal, as it appears to-day. Inset, a view from the same location in 1881.



Main Street Winnipeg in the early eighties—Showing Fort Garry in the distance.

the railroad could do as a developer. Winnipeg was a trading post on the fringe of civilization 20 days journey from its nearest neighbor. In the year 1876 Winnipeg had but 215 inhabitants and others were slow in coming. There was no particular incentive to lead men to venture out into this prairie land. True it had been discovered that this land was a veritable garden for the growth of wheat. But of what use was wheat that was twenty days journey to the nearest selling point. Manitoba wheat, good and all as it was, was worth 50 cents a bushel at Winnipeg. In 1878 the railway line between St. Paul and Winnipeg was completed cutting a twenty days journey to three. At once Manitoba wheat jumped to 75 cents. Here was the incentive that caused the great wave of immigration that has been flowing toward the west from that day to this.

The Intercolonial Railway was finally completed after forty long weary years, and the Provinces down east by the Sea, has some reason to look to their sister provinces as their greatest interest rather than to cast their eyes across the boundary line. In 1886 the C.P.R. was completed and the nation linked from sea to sea. This was the firm basis for a united country.

The Dark Years

But Canada was yet to suffer her dark years. In 1873 the great boom built up on speculative activity in the United States, and in a lesser degree in Canada, burst. Canada who had been boasting herself in some of her growing industries looked into the face of calamity, and shared in the almost world wide panic. Her business was almost at a standstill. Of her grazing industry little remained in that year not a beast was shipped to the Old Country.

The shipping industry, and the lumbering industry that had been the backbone of her trade languished for lack of purchasers. She was a nation rich in material that found none to take her wares. So the dark years from 1873 to 1878 dragged on. With the latter year there dawned an era of returning prosperity which Canada was quick to feel. Demands for lumber and grain became greater every year. Foreign trade that had declined by more than a third of its volume began to recover. The cattle industry that had been practically dead, in 1880 shipped 30,000 cattle and 100,000 sheep to the United Kingdom, while from the 500 cheese factories that had sprung from the first factory in Oxford County in 1864. There went 40,000,000 pounds to the Old Country in this same year. The fishing industry that at talled only 9½ million increased to 12 million.

Canada Comes Into Her Own

It was not until 1896 however that Canada swept into the full blaze of her prosperity. The Canadian West was the new Eldorado. Reckless farming had exhausted the American wheat lands and new sources of supply were needed. This was Canada's opportunity. Men and money were plentiful and the hey-day for Canada began. The tide of immigration that seemed to have set away from Canadian shores, turned again. This tide of immigration from the United States alone reached in 1897 to 9,000, and by 1917 it had mounted to 133,000 while in the period covered by these two dates there had come to her shores, 221,402, the great bulk of these being of British or American origin. Here is an astonishing indication of the pulling power of opportunity backed by good advertising.

In these past fifty years Canada has the beginning of the dark years had tostepped out of her swaddling clothes into real nationhood. And standing here in the din of these troubled years Canadians can not only look back on the past half century with pride, but look forward to another half century with a confident hope and expectation. Tried in the tragic fires of war, made strong by struggling years she takes her place among the nations on an even footing. Whatever is before the world in the aftermath of war, this is certain, that Canada has a great place to fill, and it is the confident belief of all Canadians that she is able and worthy to fill it.



Main Street, Winnipeg, to-day, looking from the same standpoint, showing the changes of thirty-six short years.

Canada's Trade Development Background

Trading Conditions of Fifty Years Ago—Local Conditions That Made For Localized Trade—Yesterday and To-day in Canada.

THE past fifty years have seen almost a complete change in the business conditions of the country. Such changes have been only partially due to the changing requirements of a people evolving from a more or less imperfect civilization, into nationhood. In the main, the changes were the outcome of the changing times, of a half century that has seen many of the great advances of the world's history.

To begin with, the interchange of commodities had not reached nearly the state of development that is the case at present. The small and scattered communities were in a great measure self supporting. They depended very little on the assistance of other communities. They carried within themselves most of the agencies for the production of actual necessities. Each town and village had its own flour and grist mill, a sawmill, a tannery, a carding and fulling mill, a carriage factory, and more than probably a brewery of sorts. These were the indispensable adjuncts of the town and village life fifty years ago. From these activities was gained the actual necessities of life that had not grown complex with many needs. The raw material for these industries was procurable at their own door, and if these communities were not self supporting they came very close to being so. In the nature of things, vision was more or less parochial. Their education began and ended at the little red school house. They were not disturbed or inspired save in the larger centres by the clamor of the daily press. In the bulk of the country, in all, perhaps, except the counties bordering on the St. Lawrence and Lake Ontario, and the river and sea shores of New Brunswick and Nova Scotia, conditions were distinctly primitive.

Business Activity Confined to Narrow Limits

It was not unnatural, then, that business activity should be confined within very narrow limits. There were many conditions that accentuated these circumstances. In the first place there was the fact that the needs of the people had not been cultivated and stimulated by the process of advertising. The means of advertising were few and its powers little understood. The days when even the farmer has the postman and the butcher and the baker and the grocer calling at his door were still in an undreamed of future. Every so often on the farm a pig was killed and for a few days there was a revelling in fresh meat. Then a final drifting back to salted meat until the next great occasion arose. The farmer grew his own wheat, and hauled it over impossible roads to the flour mill where it was ground, and so back for the farmer's wife to bake into the necessary loaves. Instead of drawing his milk to the creameries to take part of the proceeds back in trimly papered squares of butter, the farmer's wife herself wielded a vigorous arm about the stone churn, save in some of the more progressive farms where, by means of a treadmill arrangement a shamed and reluctant dog was impressed into the work. The cheerful buzz of the cream separator had not been heard in the land, and the cool cream cellar with its rows of pans and skimming paraphernalia were an indispensable adjunct to the farm. The traveling shoemaker was an institution. He came and stayed a week and shoed the whole family in return for his board and a pittance that even a bargain shoe store to-day would laugh at. The farmer also grazed a few sheep, sheared them him-



Winnipeg from St. Boniface Ferry Landing—a few years after Confederation.

self, in his odd moments, took the wool to the mill to be turned into homespun, which was made up into clothes by the ever diligent farmer's wife. What she lacked in skill she made up in energy, and the garments served, though it was said of the boy of the period that you could not tell from his trousers whether he was going to school or coming back. About the only thing that the farmer could not get on his own farm was sugar. This was one of the great staples of the grocery trade of the period. Kerosene, a new and malodorous product, was beginning to gain popularity as an illuminant. In the cities and larger towns, of course, things were considerably different. Gas had been introduced as an illuminant. In Montreal, Toronto, and Halifax, even street cars had been introduced, horse-drawn, bobbing vehicles, with a tendency to relinquish the track at frequent intervals. Still, trade in the larger centres was comparatively brisk, and a goodly number of firms which are thriving to-day had their business well and securely founded in these early days.

Nationwide Commerce a Development Since Confederation

But of the nationwide commerce that we know to-day, there was little or nothing. The trade was exclusively in staples. Lumbering, fishing, coal, metal and salt mines and oil wells were the staple industries of the time. The trading community was limited. Partially this was the result of the simple needs of the general community, and partially the result of the then existent conditions. Railways were few, and a railway journey was not then a thing to be contemplated with anything but foreboding. Light cars, light rails, and an uncertain roadbed, made traveling the test of a rugged constitution. The Pullman cars of the present were still to come. It is true that the first sleeping car had been built. Had indeed been used as the funeral car of the martyred President Lincoln, but it was looked upon more as a novel type of insanity, rather than the indication of any great possibility. The railway journey between Montreal and Toronto, the best developed part of Canada's railway system, took fourteen hours to accomplish instead of the eight and a half hours of to-day.

The railway from Prescott to Ottawa, then the usual route to the capital, was a broad gauge line through an interminable swamp region, a depressing outlook, that the passenger had plenty of opportunity to observe as the little wood burning locomotive stopped for its frequent fuel requirements.

These were the most used and best equipped of the then existent railways. Back from the waterfront counties there was as yet no railway service. Lines were planned to reach some of the larger settlements such as the Peterboro, Simcoe, Grey and Bruce counties, but as yet these were only in course of survey, and the only service these districts had was by means of the stage coach.

With these systems representing the best that Canada had to offer in the way of distributing facilities, it is little to be wondered at that freight and express service, the backbone of extended trade, were rather more than uncertain.

The telephone, one of the greatest advances that trade has known in any age, was still a dream in the mind of its inventor, Alexander Bell, who lived quietly on his farm near Brantford. The post was uncertain and relatively expensive. Canadian postage was 5 cents. It cost ten cents to send a letter to the United States, and twelve and a half cents to England. The long and roundabout postal route to British Columbia cost twenty-five cents per letter.

The very conditions existing were antagonistic to big business as we know it to-day. The facilities for handling it were lacking, lacking, too, was the actual demand that could only be built up by the painstaking activities of many long years.

Development Follows Extension of Distributing Forces

The greatest incentive to extend business was the rapid growth of modern distributing forces in the years following Confederation, that replaced the 2,278 miles of wide gauge, light railed, ill equipped railway system, with 35,582 miles of narrow gauge, heavy metaled lines with an equipment equal to the best; that replaced the wooden schooner with the mammoth steel freighter; that replaced the dream in the mind of an inventor, with a spreading network

of wires that served nearly 700,000 telephones; that replaced the old dilatory, expensive postage system with a two cent rate covering the major part of the known world; that supplied a parcel post system and a rural delivery system that brings something of a metropolitan character to even the rural sections. This with the development of specialized machinery has been the backbone of Canada's industrial development. That has given her not only a Dominion-wide trading activity, but that has enabled her to reach out for other and larger markets that has meant a development from a total of $45,543,117 of foreign trade to a total of $1,151,375,768, a development of which no country need feel ashamed.

Some Old-time Activities

Many great interests and activities that still form an integral part of Canada's resources, are interesting also, because of their changing character. The lumbering industry is still one of Canada's greatest assets, but who nowadays would think of huge quantities of oak timber in the vicinity of Sarnia. Yet Sarnia was once a centre for this great activity. The logs were hauled to Hamilton, on the "Great Western," and from there were rafted down the river to Quebec, then the centre of the lumbering trade.

Even the oil trade that at the time of Confederation had some years to its credit was no better circumstanced. The oil district was only tapped at a distance by the Great Western. The oil from the Petrolea fields had to be carted over rough plank roads through the woods, a long and tedious trip.

Such were the gloomy conditions in the best developed parts of Canada, only a small space of half a century ago.

Though Canada is not an old country, and though even yet across the water they are prone to think of her as a colony, the developments of the last half century are of a startling extent and character. Canada has grown up into a nation.

SOME POINTED CONTRASTS OF FIFTY YEARS

In articles appearing in this issue there have been many references to the changes that have been noted in Canada during the past half century. In general terms these changes are startling enough, but when put into cold figures these changes form a record that will surprise the veriest Canadian of us all.

In 1867 Canada consisted of four provinces embracing a narrow strip along the Lower Lakes and St. Lawrence, and a limited frontage on the Atlantic. In 1917 there are nine provinces embracing half a continent. From the Atlantic to the Pacific, and from the United States to the Pole.

In 1867 Canada had an area of 540,000 square miles and a population of 3,600,000. In 1917 her area measured 3,729,665 square miles with a population of 7,600,000.

A little later than Confederation in 1871 the wheat crop totalled 17,000,000 bushels. Last year's crop reached a grand total of 220,000,000 bushels. In 1868-70 the exportable surplus of Canadian Agricultural products was only $13,000,000. In 1916-17 it was $480,000,000.

Fisheries in 1870 were valued at $6,577,391 in 1915 they produced $31,264,631. The value of Canada's mines have grown from $10,000,000 to $137,000,000 in forty years.

Her manufactures which were few and of comparatively slight value to-day have yearly production value of $1,300,000,000.

Canada's total assets at the time of Confederation were $17,317,410; to-day they are well over $321,832,000, with a revenue of $172,148,000 as compared with the meagre $13,687,928 of Confederation date.

In 1867 Canada boasted 2,278 miles of broad gauge railroad track. To-day there are 35,582 miles of modernly equipped railway trackage girdling the Dominion from coast to coast. Their earnings have increased from $12,116,716 to $199,843,072.

There were some 10,000 schools employing 11,000 teachers. To-day there are 26,000 schools employing 39,000 teachers while the number of pupils have increased from 644,000 to 1,327,000.

These figures are surely suggestive of the development of these past years.



View in Portage Avenue, one of the main retail streets of modern Winnipeg.

Business Methods in the "Old Days"

Railroads in Ontario Were Begun in 1853 and These Facilitated Trade—Long Credit, Limited Profits, Bigger Stocks—Goods Cost More—Quality Goods.

BUSINESS in Ontario in the days immediately preceding Confederation and at about the time of the union of the provinces, was conducted along lines radically different in many respects from those prevailing at the present time. It was not until 1853 that the construction of the Grand Trunk Railway was commenced in Ontario and the lack of railroad transportation was indelibly stamped on the methods of doing business and on the general scope of the merchant. Outside of the larger centres there were few if any exclusive grocery stores. The general store was found everywhere and merchants handled such commodities as nails, axes, flour, clothing and other necessities of life. As the traveling salesman was then practically unknown, merchants did their buying by mail or drove down to the distributing centres and teamed their goods back. There was only one specialized store in Guelph, known as Mulholland's, now the Bond Hardware Company, both north and west of that the general merchant catered to all the needs of the community.

Before the days of the railway, freight lines of teams ran from Hamilton to Guelph, Hamilton to Brantford, Hamilton to Galt, Hamilton to London, and from Toronto to outside points. By 1866 the Grand Trunk had been completed to many points in Ontario, but all the territory north of Guelph was still untraversed by steel lines and the country was served only by stage coach and freighting teams.

Long Credit Days

Those were days of long credits, as merchants had very little capital to work on. Good character in those days was more essential than capital. If a man was well recommended and impressed the wholesaler as honest and well-intentioned, he could secure the goods, even if he had no capital of any account to back him up. Money was very scarce and if the wholesaler desired to sell his goods he had to trust to the honesty of his customers. Wholesalers were lucky in those days if they secured half their money in six months and the other half in a year's time. The retailer had to wait in turn for his money. It is very doubtful if any merchant in those days ever dreamed of doing business on the strictly cash basis. People had little money to spend. They were busy cutting their homes out of the forest and clearing up their land for cultivation. For the most part they lived with the frugality of the pioneer and bought on promises to pay. The dealer had to trust his customers just as the wholesaler trusted him.

Stocks Were Limited

Retail stocks were necessarily very limited. The merchant carried just what he found he could sell. Ox chains, ox bells, and shoes for oxen were big sellers. It is only in the newer regious that these lines are handled to any extent now. Horse nails of the hand-made variety were sold, and dealers generally handled large stocks of Swedish nail rods. These were bought by horseshoers who in those days made their own nails. Stoves were not handled to any extent in the hardware or general stores at this time, as they were mostly sold direct by pedlars who drove into the country and canvassed for orders.

Goods Cost More

The cost of goods was considerably higher fifty to sixty years ago. The advance in manufacturing processes and in production efficiency has made it possible for the factories to-day to produce goods much cheaper than at that time despite the fact that all expenses have advanced materially since that time. One of the pioneers of the hardware trade in Ontario stated on one occasion that the ratio of quality goods sold in those days was much larger than it is to-day. People were poor, but they believed in getting the best when they did invest in a new article. As a result of the conditions existing in the early days, profits were naturally larger. Dealers had to wait for payment so long that they had to put more profit on what they sold.

Early Grocery Stores

The grocery store of the early 60's was quite different in appearance from the well-conducted establishment of to-day with its plate-glass front, silent salesmen, modern shelving, display racks and other equipment. Shutters were an institution in those early days. As soon as the business of the day was done up went the shutters, sealing up the windows from burglars and the curious-minded who might happen to pass. In early days the bulk of the general store goods were imported from the old countries. Gradually American goods began to come in. Canadian manufacturing was then in the earliest stages, some of the lines made in Canada at that time being cut nails, stoves, sugar kettles, and even threshing machines.



Hamilton, James St. S., 1861 and to-day.

Keeping Accounts 66 Years Ago

Old Books Unearthed From Cellar of Montreal Firm Give Interesting Information of Commodities That Formed Basis of Trading During Middle of Last Century.

ITEMS of trade that interested grocers and hardware merchants about the middle of last century have been brought to light through a number of old account books that have been furnished to CANADIAN GROCER by McArthur, Irwin, Limited, paint manufacturers, of Montreal and Toronto. These old account books were unearthed in the cellar of one of their buildings in Montreal. In those days the paint and glass business was evidently carried on in conjunction with the grocery business. Glass and putty and seal oil were some of the common items of trade, as shown in the accounts. Whiskey was another very important item apparently, as it appeared on almost every account in the old record books. These old account books date back as far as the year 1848. For the most part they are wonderfully well preserved to have such age to their credit. The writing for the most part is in black ink, but in a few instances they are written in lead pencil. Even those written with lead pencil are very legible.

Each day's purchases is kept on a separate page and each man's account is set down according to the order of his purchase. There is no indexing system used. Whenever the entire accounts of a certain man or firm are required it would apparently be necessary to leaf the entire account books through. These old account books have a rather musty and ancient odor and the paper covers give evidence that they may have been preserved through the evening dews and damps of dark cellars. But they are archives that give a glimpse into the dim past and the methods and commodities that formed the bulk of trade in those days. Reckoning for the most part is made in pounds, shillings, and pence. Occasionally, however, dollars and cents are the basis of reckoning. Barrel pork is usually the item that carries a price in dollars and cents. One of the accounts culled at random and which is a fair sample of the items generally found in these old account books, is given below. The price at which the commodity sold follows the item and the amount of each purchase is then set out opposite in three columns. This particular account is dated October 27, 1851. The second item on the bill, it will be observed, is for two puncheons of whiskey, which apparently sold at 2s 7d per gallon, or approximately 64c per gallon. The figures 119 and 133 following the item would seem to indicate the number of gallons in each of the puncheons. The amount of the item was £34 1s, which is something over $160. An item for 56 pounds of putty appears about the middle of the page, which was evidently sold on a basis of 17s. 6d. for the unit basis, the amount purchased being evidently half the usual quantity basis, apparently the cwt. of 112 lbs., as the amount of the purchase was 8s. 9d. This would make the selling price approximately 3¾c per pound. The selling price of putty to-day in 100-lb. drums is $4.35, or approximately 4 1-3c per pound. There has, however, been a big advance in putty since war conditions have prevailed, as every hardwareman knows. In normal times the selling price of putty was around $2.60 per hundred pounds, the price prevailing in April, 1914. Following is one of the accounts made out on behalf of J. & T. Grange, dated October 27, 1851:—

	£	s.	d.
6 H.C. Twankey Celestial, No. 174—1/9.	35	12	3
2 puncheons whiskey, 119, 133 2 7....	34	1	1
1 puncheon molasses, 120—¼, ½.....	8	5	0
2 barrels sugar, 226, 248—40/	7	15	.
50 lbs. crushed sugar—/6.....	1	5	.
4 boxes Valencia raisins /4	1	17	.
40 lbs. currants—/6	1	.	.
6 boxes glasses—8/9	2	12	6
56 lbs. putty—17/6	.	8	9
1 barrel pale seal oil—3/6.....	6	16	6
1 barrel B. S. oil, 33—2/9	4	10	.
1 box starch, 32 lbs.—/5	.	13	4
6 lbs. pimento /10	.	5	.
6 lbs. cloves—1/6	.	9	.
15 lbs. pepper /6¼	.	7	10
50 lbs. rice—19/	.	9	6
10 lbs. indigo—4 6	2	5	.
4 lbs. cassia—2	.	8	.
2 jars mustard, 4 8 1 3	.	10	.
20 lbs. E. salt—/3	.	6	8
1 box tobacco, 141 lbs. 9	5	5	9
4 barrels herrings—20/	4	.	.
Cartage	.	5	.
	119	8	5

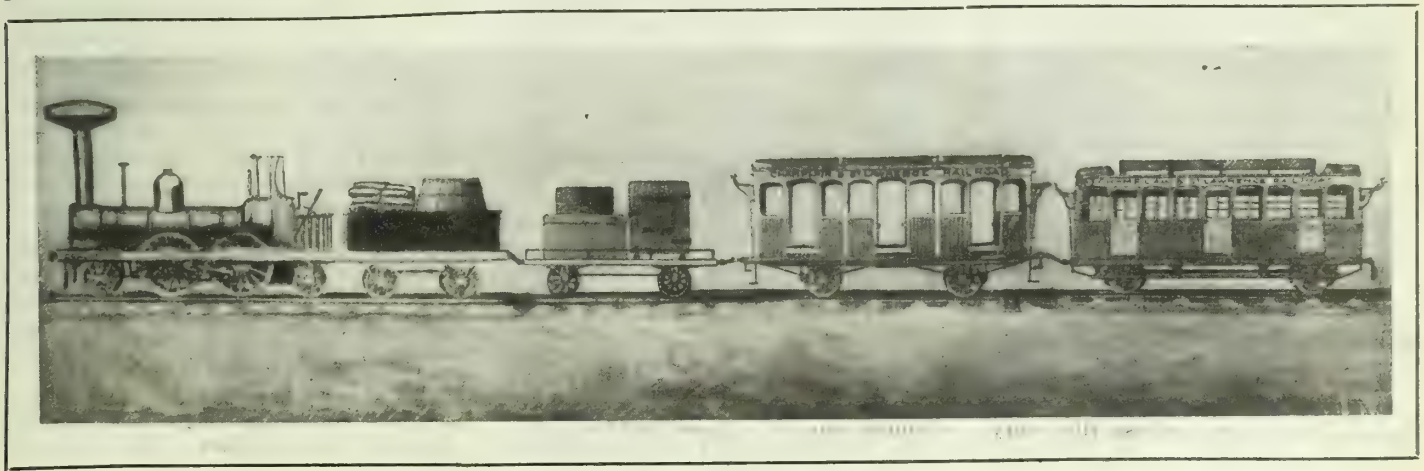


A view of the four corners of King andBay Sts., Toronto, 1870—on right is a Baker's Tailor Shop.

By way of comparison of the prices prevailing in that far-off time and at the present time, the price per unit is given for October, 1851, and for June, 1917:—

	October, 1851	June, 1917
Whiskey, per gallon	$0.62	$3.50
Molasses, per gallon	0.33	0.67
Sugar, per lb.	0.12	0.08½
Valencia raisins, per lb.....	0.08	0.11
Currants, per lb.	0.12	0.21
Putty, per lb.	0.03¾	0.04 1-3

(Continued on page 47.)



Canada's Earliest Railway Equipment.

Founding Trade on Ontario's Shores

Donoghue General Store at Deseronto, Ont., is Pioneer of Trade—Founded 59 Years Ago—Methods of Early Trading—Stocks From Montreal and Toronto by Boat —Indian and Lumber Trade Featured Early Business.

MUCH of Canada's history, in so far as trade development is concerned, has been built up around the pioneer establishments which in pre-Confederation days settled along the shores of Lake Ontario, in the district centering around Kingston. This section has figured prominently in early day Canadian history and it still contains some relics of early trading.

One of the most interesting of these historic establishments is to be found in that centre of Indian settlement, Deseronto, where Mr. F. Donoghue, though now seventy-six years of age, is still active in the general store business established under his name fifty-nine years ago. Some vivid tales of early day trading, of the trials undergone and the difficulties faced, are told by Mr. Donoghue, who presents an imposing figure, representative of the type of merchant who founded trade in this country—keen eyed, alert, and of pleasant demeanor, even though long years of responsibility have left their mark. Mr. Donoghue, in partnership with his half-brother, James Oliver, still waits on customers behind the counter amid the somewhat aged equipment, and his pleasant smile and venerable appearance are highly respected by the community, which has grown up around his business, and by the other town merchants, who regard the weather-worn building at the head of the main street as the father of the trading of the district.

Making the Start

It was back in 1858 that Mr. Donoghue commenced in the general store business, on May 17, to be exact. He was born in Kingston and removed with his parents to Deseronto when a small boy. It was fourteen years later that he founded the present firm, when he was but seventeen years of age, and a beginning was made in a building situated about a block from the present location, which was occupied in 1877.

The district has always been recognized as more or less of an Indian settlement, but this has been no drawback to trade, and Mr. Donoghue speaks highly of the Indian principle of trading and the class of goods demanded by them. Down through the years the business from these Indians has been a strong feature of the town trade and their business is coveted equally with that of the white population. The Indians are described as a class of people who do their own construction work, as well as making an independent living, and both of these features are strong in creating a demand for general store lines.

At the time of the establishment, there were but twenty-one buildings in the district and lumbering was the chief industry of the north country. It is somewhat significant that of a number of other firms doing business at the time, and others later established, there are none to-day in existence. Better times have been seen in the town than exist to-day and it is with some regret that town merchants look back to a period twenty-five years ago when the population numbered 5,000, as compared with 2,500 inhabitants to-day. This depreciation in population has to a large extent been effected through the presence on a large scale of the Indian element which has been largely responsible for driving out white people.

New Lines Taken On

For the first eight years business in the Donoghue firm was chiefly restricted to grocery lines and dry goods, but in 1866, a growing demand had to be met from the lumbering camps of the north country, and from the increasing number of Indians in the district all doing their own building, and so it was found necessary to add hardware and boots and shoes. With the addition of these lines it was possible for the semi-annual shopping backwoods element to purchase everything from heavy clothing, heavy boots, building materials and tools, to eatables of all kinds. These purchasers would as a rule drive in from the outlying districts twice a year, and others would come by boat and paddle across the Bay of Quinte, a matter of two miles. Large purchases of the articles mentioned would be made, sufficient to last until next shopping day, and it was necessary to have large stocks on hand. Grocery lines in bulk quantities were popular, shelf lines of hardware goods were given a big turnover and large purchases of heavy boots, shirts, and other clothing were made.

Since that time the lumber trade in the district has died out and the demand to-day is considerably different to that of Confederation days. It has also been noticeable that the Indians live more to themselves and are less disposed to indulge in their own building or to take part in the prevailing industries of the district.

Cash and Credit

The credit system of trading has enjoyed a most consistent run of popularity in the Deseronto district with few exceptions. At the time of the American war, cash was paid for all purchases, owing to the inability to portend future conditions and the inadvisability of granting credit in such cases. Almost without a break, the credit system was in vogue from that period until the commencement of the recent cheese controversy and the beginning of another period of financial uncertainty among the farmers. At the present time there is little credit being given on this account. Some of the older districts have been marked by the reluctance of their merchants to give credit under any consideration, but in the case of Deseronto there was perhaps more justification for this action. The district is a great barley producing country, and the harvesting of a good crop was sufficient security for such credit, and invariably all debts were paid in the fall when the crop was sold. To-day the farmers do not ask for credit so that there is no opportunity for the matter bringing about an offensive situation likely to result in the loss of trade.

Delivery a Vital Question

Much of the difficulty accompanying early trading operations was in connection with delivery. This does not mean delivery of retail goods to customers, but the delivery of goods to the store from the wholesales, for it has only been during the last fifteen years that there has been any necessity to deliver to customers. The securing of the large general stocks necessary to supply the very diversified demand was a big proposition in the earlier days, and often accompanied with great hardship. Delivery of groceries and some other lines from Kingston was done by boat in the summer time and hauled by horse conveyances in the winter season. Dry goods and hardware supplies were received chiefly from Montreal and were brought in the same way, by boat through Kingston, in the spring and fall of each year. This process of delivery was carried on for a number of years until the Grand Trunk opened a railway line through Napanee.

The unloading of the stock when it arrived presented a very different sight to that of to-day, for different containers were in use. For instance, sugar was delivered in barrels, bags being unknown. Raw sugar came in hogsheads, and was known as crushed "A" class, from Montreal. It was a soft sugar and ungranulated. Another feature which marked the early stocks as compared with those of to-day was the almost entire absence of canned goods, though a few lines of canned fish were shown on the shelves. In the early days the backbone of the business consisted of family or community trade, and it is noteworthy that some pioneers of the district have been customers for forty and fifty years. This class of trade is not only in Deseronto, but in the great majority of the old districts, has almost completely died out and its place has been taken by the more transient demand of the rising generations.

Advertising—Trade of To-day

There have been few of the present-day business reforms introduced into the Donoghue business, for trade is chiefly a

matter of sentiment in such cases and precludes the necessity for "going out after business" in the modern sense of the word. However, the value of advertising has never been discounted by the Donoghue management, and it is noteworthy that the firm has advertised in the Deseronto daily papers since there has been a paper, or during the past fifteen years.

When asked for a word concerning the volume and class of trade in the district to-day, Mr. Donoghue had only optimistic reports. Trade in Deseronto has suffered little in recent years, and rather the reverse is the case owing to the proximity of the military aviation camps with their large number of aviators. With the flying men the chief demand in the grocery line is for teas, tobaccos, sugar, and canned goods. Other general demands are heavy for overalls, shirts and underwear. There are some new factories being established in the district and Mr. Donoghue is of the opinion that with a recent pick-up, business is as thriving now as at any time during the fifty-nine years of the firm's establishment.

EARLY FRUIT CANNING DAYS

Tomatoes Canned to Find a Use for Surplus Tin-plate in the Beginnings of the Industry

To-day when fruit and vegetable canners are wondering where to find tinplate, and paying steep prices for supplies, it is interesting to recall that in the early days of this industry, tomatoes were actually canned by a tin merchant named Turnbull, who undertook the new line in order to find a use for his surplus tin-plate. The brand was known as the "T. T. T.," "Turnbull's Tinned Tomatores," and L. Chaput Fils et Cie, wholesale grocers, Montreal, has control of the market for this line. The fact is recalled by L. Chaput, president of L. Chaput et Cie, whose father, also L. Chaput, founded the firm in 1842. During the early "fifties," the firm's books show the change from pounds, shillings and pence to dollar currency, and one of the first telephones used in Montreal was installed in 1882 in the home of L. Chaput, and soon afterwards the telephone took hold in business.

DELAYED SIX MONTHS, DOUBLED IN VALUE

Strange Disappearance of Car of Beans Consigned to New York Wholesaler, Puzzled Railway—A Modern Miracle for the Benefit of the Wholesaler

IT isn't often that the wholesaler has to thank the railway companies for their delays. For other words than words of thanks are usually the rule. Here is an instance, however, where this same delay meant a cold profit of 100 per cent. without lifting a finger. J. S. Sills and Sons, a New York wholesale grocery firm, bought a carload of beans at 8 cents a pound, then the prevailing market price. The deal was closed, the money paid, and the car routed north. Then something happened,—that car disappeared. Just where or how it was mislaid no one seemed to know, and the railway company could find no trace of it. Probably sidetracked in some deserted siding, somewhere in the middle Western desert. It is a hard matter, however, for anything to remain lost forever, and in the same mysterious way that it disappeared, that car of beans again got into circulation. One day, a week ago, it turned up in the New York terminal, much to the surprise of the railway company, who had come to the conclusion that it was lost for good.

The beans were in good condition, and were worth on the New York market 16 cents a pound, just double what was paid for them when the car was originally loaded. This is the one case in the many where the wholesaler made no complaint about receiving the overdue car.

APPLE PROSPECTS FOR THIS YEAR

Ontario's apple crop this year will be smaller than in normal years, according to the Director of the Fruit Branch of the Department of Agriculture, but owing to the embargo placed on apples by Great Britain, there will be more for domestic use than would otherwise be the case. The crop is not seriously affected in the Lake Ontario counties where the largest commercial orchards are located, reports showing that the bloom ranged from 30 to 60 per cent. of normal.

In the Lake Erie counties bloom percentage was much lower than normal, ranging from ten to twenty-five per cent., and in other sections, including Lake Huron and Georgian Bay districts, the percentage was 5 to 25. The crop of winter apples will be very light, but summer and fall varieties are expected to be fairly plentiful and of better quality.

Prospects for tender fruits are said to be good, especially in the Niagara district.

CATALOGUES AND PUBLICATIONS

The June *Bowes Arrows*, monthly booklet, issued by the Bowes Company, Limited, Toronto, contains some "good buys, with accompanying price lists. The Bowes Market Review is always a strong feature of merit and value and some other special uses for grocery lines are enlarged upon.

The June issue of *No-Vary Vim* published by the No-Vary Products Company, of Minneapolis and Toronto, contains its usual brimfulness of valuable information to the trade, and much good advice on retailing is contained in such articles as "Making a Profit at the Buying End," "Cash and Carry," and "Shirley Changes to Cash." A full report of the Watertown Convention is also included in the issue.

AMENDMENT TO PURE FOODS ACT

The Regina Board of Trade has passed a resolution asking for an amendment to the Pure Foods Act, providing that the net weight of contents of packages be marked on the outside of the package. It was stated that wholesalers had suffered from the lack of some such legislation which would result to the advantage of both buyer and seller. The resolution was as follows: "That the Dominion Government be requested to amend the Pure Foods Act so as to require all bottled, canned and packaged goods of all descriptions sold in Canada for food, to have the net weight of the contents marked upon them in a legible manner and to make misbranding a criminal offence."

A WORD OF APPRECIATION

Editor, CANADIAN GROCER:

On behalf of the officers and members of the Ontario Provincial Board, we desire to extend to the CANADIAN GROCER, and the other journals published by the MacLean Publishing Co., our sincere appreciation of the promptness in which the deliberations of our convention, held on Wednesday last, were printed and communicated to our members.

With renewed assurances of the appreciation of our Association in the co-operation of the trade press, and with kindest regards,

Sincerely yours,
The Retail Merchants' Association of Canada, Ontario Provincial Board.
W. C. MILLER,
Secretary.

NOTES

Herbert C. Hoover, American Food Controller, with whom the Canadian Food Controller is to co-operate, has stated that without control flour may go to $20 per barrel before the year is over, but that with control "The present price of flour can be reduced 40 to 50 per cent".

American consumers will have to deny themselves canned beans and canned soups of all kinds for a time under a decision of the war committee which cuts off the supply of cans to packers of those foods.

The sugar situation in Western Canada is becoming acute through the strike of men in the B. C. sugar refinery. One wholesaler states that there is not more than a ton of sugar in store in the wholesale houses in Lethbridge and Calgary.

It is thought unlikely that more than half of the canning factories in Prince Edward County will operate this season. There is said to be enough canned goods on hand from the previous season to last till the new crop comes in, and with the high price of cans there is no disposition to rush things.

A. M. MARSHALL DEAD

Alexander M. Marshall, manager of the A. Macdonald Co., wholesale grocers, Lethbridge, Alta., died on Friday, June 15, at the hospital, after an operation had been performed. Mr. Marshall spent much of his life in the United States, but was a Canadian by birth. He was born in Pictou, N.S., later being in the retail business in North Dakota. He joined the A. Macdonald Co. three years ago.

Morgan, the Man who Carries a Magic Name

Something of the Personality of the Present Head of the Great American Banking House.

A PRIVATE banking concern, the operations of which are so entwined with the finances and business of the United States and several European countries, that it may be regarded as both a national and international institution—such is the House of Morgan. Since the outbreak of the war, the name of Morgan has had a broad significance on both sides of the Atlantic. With the exception of the President, it is doubtful if there has been one American who has played a more important part in the shaping of the country's affairs than John Pierpont Morgan, the third of the line to head the house. And as is so often the case when son succeeds famous father, many have been the questions asked as to what manner of man he is. There are few who can answer, or at least answer with that intimate knowledge of a man who shuns the limelight and ignores public opinion displayed by B. C. Forbes, writing in Leslie's Weekly. Mr. Forbes answers a few of the questions which might be asked about the heir of the greatest financier America ever produced:—

Is Jack Morgan a second J. P.? He is not.

Is he a very able man? Able, yes; transcendently able, no.

Does he aspire to fill his father's shoes, to sit on the throne set up by his father and rule the financial world? J. P. Morgan the Second is not ambitious to become a great dominating force over the whole Kingdom of Finance. He possesses neither the will nor the qualities to become a Napoleon. He is obsessed by no lust of power. While far from being a figurehead in the activities of J. P. Morgan & Company, he is content to let his trusted associates, particularly Henry P. Davison, bear the brunt of the actual executive work, conscious that it is in capable hands. Mr. Morgan prefers to live a rational, unfevered life; for no honors or emoluments would he sacrifice his home life, forego the satisfying pleasures of his domestic hearth, or permit himself to become more of a money-making machine than a man, a husband, a father. He is infinitely more zealous that the reputation of his firm shall not be tarnished in the slightest degree than he is over winning additional millions.

What kind of a personality has he? He is the most undiplomatic man of importance in all America. He is the product of his heredity, a veritable Bourbon. He would consider it beneath his dignity, he would regard it as weak, contemptible, mugwampish to go out of his way one inch to placate the public or enable it to understand his motives—or even to remove a single false conception any of his acts may have created.

"He understands the public and can put himself in its place as little as you or I understand royalty or could put ourselves in its place," one of his associates, a staunch admirer, told me; and this unquestionably is the truth. His father did not have to reckon with the sovereignty of public opinion during the greater part of his life and his attitude towards the common people cost him, before the end, more than can be recorded. His son has not yet learned the lesson. Morgan the younger is as punctilious as any man in the land that his acts shall be honest and in every way above reproach, according to his lights; but he has woefully failed to realize that, next to doing the right thing, the most important consideration is to do it in the right way, that the public may see it is right.

He is sadly, seriously lacking in statesmanship, a fact that more than once has occasioned the financial community, especially its more responsible members, grave concern, for Mr. Morgan typifies High Finance in the eyes of the people, and when he assumes a cavalier, I-don't-care-a-snap-of-my-fingers attitude— as he did, not without provocation, when a witness before the Walsh Industrial Relations Commission— the effect upon the public sentiment, upon citizens and voters as well as upon law makers, is incalculably injurious not merely to financiers as a class, but to the welfare of all. This hauteur of Mr. Morgan constitutes perhaps his most regrettable defect.

Is Morgan domineering? No. His apparently lordly attitude towards the public is due to a mistaken idea of his place in the financial structure. He does not look upon himself as the most dominant figure in the financial world, as powerful enough to defy anybody and everybody, as beyond the reach of criticism or control; he sees himself merely a private banker doing a large, valuable, constructive business, beneficial for the development of the nation's resources, honest and straightforward beyond cavil, scrupulously fair to his clients—and not accountable to anyone else, since it is nobody else's business.

Is he developing? Yes, responsibility has broadened him, and it may be that experience will in time teach him the necessity for cultivating some of the qualities he now scorns. More than one event of the last three years has been calculated to bring home to him the commonsense wisdom of striving honorably to gain the goodwill of his fellowmen and the shortsightedness, not to say folly, of antagonizing and irritating them by ignoring or flouting them. If J. P. Morgan would only reveal himself to the public as he reveals himself to his friends he could and would, without any sacrifice of self-respect, become one of the most popular financiers in the country. His intimates find him large-hearted, red-blooded, democratic, considerate, jovial; in short, a humane, likeable, companionable fellow.

"I would trust Jack Morgan behind my back as far as any man living" was the ringing declaration of a prominent banker not of the Morgan group. "I don't think any amount of money which would be a small consideration or any amount of prestige, which would be a strong consideration, would for a moment tempt him to do what he knew would be unfair or unjust. He may not always analyze things exactly right; in the very nature of things he could not be expected to have a broad social view, for his environment has always been that of the most powerful financiers, friends of his own and of his father. He is inexperienced in many matters, but he lives up to the highest standard he knows."

Cynics declared, after the 1907 panic, that there was only one man in Wall Street that all Wall Street felt could be trusted—that out of all the thousands of financial people in New York there was only one accepted as honest, the original J. P. Morgan. The truth is that the late Mr. Morgan was not the most brilliant banker in America or the best judge of financial propositions; his analyses and conclusions often were faulty. What enabled him to become the financial Moses of the New World? Simply and solely his unimpeachable trustworthiness, his innate fairness, his inability to take advantage of anyone. Now the son has inherited these same virtues. The strict maintenance of the reputation of the house of Morgan is with him a fetich. Rather than lower it one iota, young Mr. Morgan would wipe the dust of the financial district off his feet for ever.

The Banking Line.

Banking was in Jack Morgan's blood when he was born, in New York, on September 7th, 1867. "Morgan" was even then a name known the world over. Junius Spencer Morgan, the grandfather, comparatively early earned the reputation of being "the best business man in Boston," and was selected by George Peabody, the foremost American international banker of that day, as a partner. He went to London, the Peabody headquarters. When Mr. Peabody died ten years later, the firm of J. S. Morgan & Co. was organized. Its head, who was a mathematical genius, soon became recognized as a financial giant. He startled conservative Europe by undertaking, in 1870, to float a loan of $50,000,000 for the provisional French Government, then crumbling to defeat, its Emperor already a prisoner of the Germans. Junius Morgan boldly formed a "syndicate," then a novelty to Anglo-Saxon finance, handled the daring transaction with masterly skill and cleaned up several millions of profit in eighteen months.

Meanwhile a second Morgan, John Pierpont, after beginning his career with Mr. Peabody's New York correspondents, had become the Peabody representative and later formed the firm of Dabney, Morgan & Co. In 1871 he joined the powerful Drexels of Philadelphia, the house then becoming known as Drexel, Morgan & Co. Its chief rival was Jay Cook & Co., and when that meteoric firm failed in 1873, the Drexel-Morgan house, along with August Belmont, the Rothschilds' representative, became the Government's mainstay in underwriting and refunding its enormous war debts—using the syndicate as its chief instrument. In this work J. P. Morgan played an active part, but his greatest achievements were to come later, in organizing and financing railroad and industrial corporations more colossal than any the world had known.

The third Morgan, J. P., Jr., emerged from Harvard with an A.B. degree in 1889. By that time his father was the recognized leader of American finance. After a sound preliminary training, under paternal tuition, at the New York office of Drexel, Morgan & Co., the younger Morgan was sent to London to broaden his vision and his experience. While in London, where he kept in close touch with the Paris branch of the firm, he developed markedly as a banker. He remained there until 1905. Long before then—in 1894, in fact—he had become a partner of J. P. Morgan & Co., "Drexel" having been dropped from the firm name.

Curiously, the first notable work undertaken by J. P. the Second, within eighteen months of his father's death, was for his English and French friends.

When the Allies, thrown into confusion by the tragic events in the first stages of the war, found themselves in desperate need of hundreds of millions' worth of military supplies, they turned to J. P. Morgan & Co. as the only concern capable of enabling them to cope with the situation. The firm was appointed fiscal agents of both Britain and France and was commissioned to purchase all war materials required here, its remuneration being one per cent. on everything bought and all expenses paid.

No other banking house in history ever conducted operations of a magnitude equal to those undertaken and successfully carried through by J. P. Morgan & Co. during the last three years. Operations not confined to banking, nor raising for Europe loans approximating $1,500,000,000, nor importing almost $1,000,000,000 in gold metal, nor marketing for the Allies untold millions of American securities, nor to keeping the foreign exchanges on a workable basis, but operations entirely outside the environs of bankers, the placing of contracts far exceeding two billion dollars' worth of merchandise of every conceivable description, the passing upon the responsibility and ability of scores if not hundreds of concerns to turn out satisfactory munitions, the financing or extension of numerous enterprises designed to meet the dire needs of half-a-dozen European nations in the throes of a life-or-death struggle.

FISHERIES

A Royal Commission to consider steps for the conservation and development of the salmon fisheries of the Pacific Coast has been appointed by the Cabinet at Ottawa. The Commission consists of Mr. Fred James, prominent fish merchant of Toronto; H. B. Thompson, of Victoria, and W. Sanford Evans, of Winnipeg, who recently has been investigating the Georgian Bay Canal project and allied transportation problems. The main question to be investigated is in connection with fishing licenses granted to canneries.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

W. F. Hatheway, of W. F. Hatheway & Co., Ltd., accompanied by Mrs. Hatheway, is enjoying a few weeks holidays on the Gaspe Coast.

Paul Cote and O'Neil P. Cote, of Seigas, New Brunswick, have formed a partnership under the name of Paul Cote & Son, general store merchants.

E. Roy Robertson, of 599 Main street, who has taken over the retail grocery business of C. S. Philps, is disposing of the stock of his own store by auction.

Private L. W. Andrews, formerly employed with the Atlantic Sugar Refinery, has been reported admitted to a hospital in France suffering from severe gunshot wounds in the chest.

R. R. Patchell, retail grocer of St. John, has welcomed home his son, Lieut. H. M. Patchell, who won his commission by good work on the other side and who is home on a short furlough.

Lieut. James D. Peters, son of Fred A. Peters, of C. H. Peters, Sons, Limited, St. John, has been invalided home. He went over with a reinforcement draft of the P.P.C.L.I. and won his commission overseas.

Negotiations are being carried on which, it is expected, will lead to the opening of the general stores in Marysville, N.B., formerly operated by Alex. Gibson, Ltd., and closed by the later management.

Gunner Walter C. White, formerly a member of the staff of Baird Peters, wholesale grocers, St. John, was reported on June 9 as having admitted to a French hospital suffering from severe gunshot wounds in the shoulder.

At a meeting of the advisory board of the N.B., R.M.A. held this week a vote of thanks was passed and ordered sent to T. H. Estabrooks for his kindness in having printed and distributed the speech of the Dominion president given at the recent convention.

While Halifax is bemoaning a shortage amounting almost to a famine in salt, St. John is well supplied with the commodity, with additional supplies on the way. Candy & Allison, one of the leading firms in this line predict higher prices, but assure the trade of steady supplies.

The shortage of fish in some lines is being compensated for by extraordinary catches of mackerel which are now arriving in large quantities. Heavy catches of herring also are being made along the New Brunswick coast. Gaspereaux are now well up to the standard and harbor salmon are being caught in fair numbers. Shad have not been plentiful and it is expected that the total catch will be short of the usual quantity.

In the effort to increase the food supply for the coming winter, the New Brunswick Government is aiding in the formation of clubs of High School girls for the purpose of canning and preserving fruits and vegetables. The movement has been received with approval by the girls and the domestic science teachers will co-operate in aiding them to secure results.

George E. Jones, Edward H. Cairns, St. John; Fred S. Williams, Moncton, and Muriel F. Baird, St. John, have been incorporated under the name of James Cairns, Limited, with capital stock of $15,000, and head office in St. John, to take over the business of Jones & Cairns and conduct a general business as importers and merchants.

Robert Jones, one of the most prominent retail grocers in St. John. N.B., died on June 9 at the age of eighty-three years. He came to the city from his home in Petersville, Queens county, as a young man and for more than half a century has conducted a successful grocery business in Main Street. He was a man of high integrity and of kindly and generous disposition.

At a recent get-together banquet the Moncton branch of the Retail Merchants' Association unanimously passed a resolution in favor of closing all retail stores at six o'clock five nights each week. A. E. McSweeney presided and addresses were given by Mayor Masters, E. V. Richardson, the U.S. Consul, F. W. Daniel of St. John, T. R. S. Smith, provincial organizer and Robert Reid of St. John, former provincial secretary.

Legislation of particular interest to retailers is before the New Brunswick legislature and was supported in committee this week by a delegation from the provincial Retail Merchants' Association. The bills in which they are interested provide; that, upon a petition from two-thirds of the retail merchants of any place praying for an early closing by-law, such by-law must be passed; that an execution issued by a justice should be made good in any part of the province; and that the garnishee provisions, which now apply only to debts of $80. or more be made to apply to debts of $25. or more.

Legislation passed in the closing days of the New Brunswick Legislature gives municipalities the privilege of using up to $25,000 for the purchase of foods and other necessities for re-sale to the ratepayers. An exception is made in the case of the city of St. John, in which the limit is fixed at $50.000. In reply to a query from the representative of the CANADIAN GROCER, Mayor Hayes, of St. John, said that he had received no complaints regarding the methods of the local grocers and no requests that the city should embark in the business of dealing in food supplies. If such requests should be made they would be given consideration by the Council, but he did not expect to see the city in competition with the business men of the city.

Quebec

J. A. Dagenais' grocery firm has dissolved at Montreal, J. A. Dagenais continuing.

W. Archambault, grocer, Montreal, has sold out.

O. Perrin, grocer, Montreal, Que., is selling out.

A. Edwards, grocer and meats, Montreal, has sold out.

Robitaille & Frere, grocers, Windsor, Que., have registered.

Fecteau & Poulin, general store, Lees, Que., have dissolved.

Rousseau & Comtois, grocers, Sherbrooke, Que., have registered.

J. C. Harbec, hardware and grocer, St. John's, Que., suffered recent fire loss.

W. A. Craven, representing Messrs. Chase & Sanborn, spent a few days in the Maritime Provinces during the past week.

C. H. Thomas, of the Ingersoll Packing Co., Ltd., Ingersoll, Ont., was a business visitor in Montreal for a few days last week.

H. G. Weekes, manager for the Lake of the Woods Milling Co. in the Maritime Provinces territory, visited headquarters in Montreal during the week.

Sympathy of a wide circle of friends in business is extended to Wilfred Archambault, director and assistant general manager of Hudon, Hebert et Cie, Ltee., on the death last week of his father.

Rapid progress is being made with the erection of the D. Hatton Co.'s new cold storage on Bon Secours Street, and the premises will probably be in operation on August 1st or at latest August 15th.

J. L. Freeman, manager in Montreal for H. D. Marshall, broker, has now fully recovered from his recent attack of appendicitis, and is back at the helm of business. He is this week making a trip as far as Quebec City, visiting several provincial centres on the way. Many friends in business circles welcome him back recovered.

A visitor to friends in Montreal business circles last week was Edgar F. Howe, secretary the Fairmont Creamery Co., Omaha, Nebraska. Mr. Howe, who was travelling on business and pleasure, was accompanied by Mrs. Howe and Miss Howe. In conversation on business matters he stated that it was the experience this year of the concern he represents

(one of considerable size) that the production of eggs has this year been heavier by far than was anticipated. The season for butter was three weeks late, but heavy production of butter is expected in the next couple of weeks.

J. Alex. Gordon & Co., with Mr. Cecil T. Gordon, representing the Dominion Canners in Montreal, and the Sales Agency in the city for the St. Lawrence Sugar Refinery, have moved into new and more commodious premises in the same building, from the sixth floor to the fifth floor, Dominion Express Building.

The W. R. Grace Co., represented in business circles in Montreal by W. J. Roberts, who has the territory in charge, is now installed in new offices in the Dominion Express Building, having moved from the Lewis Building. Mr. N. B. Stark, who is developing the company's Canadian business, is at present in New York.

C. Ritz, Montreal manager for the Robin Hood Mills, Ltd., has returned from a visit to the West. His reports of crop conditions in the wheat district are encouraging, though a ten per cent. smaller acreage is declared to be bearing this year, and there are fears of frost trouble since the growth is rather late. Alberta wheat prospects are better, as far as can be ascertained at present, than those of Saskatchewan.

Ontario

D. McKilop, grocer, Hamilton, has sold out.

J. Bennett, Hamilton, has sold out his grocery business.

S. R. Gibson, grocer, Ottawa, has discontinued business.

N. Mitchell, grocer, Toronto, has sold to T. H. Watson.

F. H. Currie, grocer, Toronto, has sold to J. A. Revey.

E. D. Jolley, grocer, Hamilton, has sold to Wm. Clark.

Stirling Cheese Box & Basket Co. suffered recent fire loss.

Mintcheff & Co., grocers and butchers, Hamilton, Ont., have sold out.

Teeft & Taman, grocers, have commenced business at Fort William.

A. J. Johnson, grocer, of Port Arthur, has gone to Duluth on business.

Frank Dumbrille, pioneer general store merchant of Maitland, Ont., is dead.

Messrs. Hogg & Lytle, Ltd., are erecting a new warehouse at Oshawa, Ont.

Pomeroy's grocery store was completely destroyed at Bruce Mines by fire.

J. Cuthill, Hamilton, grocery and meats, has been succeeded by G. K. Cuthill.

D. B. Tees, general store, suffered the total loss of his business and stock at Bruce Mines, Ont., recently by fire.

Quinte Produce Co., Ltd., have renovated their store at Picton, Ont., and have added a full line of groceries.

J. J. Casey, formerly of Windham, Ont. has purchased the store and grocery stock of Mr. Bole, at La Salette, Ont.

Lakeside Canning Co., of Picton, Ont., have made recent changes in their plant, rendering it one of the most modern in the country.

Ontario Pure Beverages, Limited, has been incorporated at Toronto with a capital stock of $40,000 to manufacture all kinds of merchandise.

A. D. Jackson, general store merchant of Bruce Mines, was also a heavy loser in the recent fire which swept the business section of the town.

J. D. Campbell, of Campbell and Gibbon, Port Arthur, has returned home from Winnipeg, where he attended the Methodist Conference.

Atlas Cereal Company, Limited, has been incorporated at Toronto with a capital of $40,000 to manufacture and deal in cereals, flour and all grains.

Duncan's, Limited, has been incorporated at North Bay, with a capital of $100,000, to carry on wholesale and retail business in fruits, vegetables, groceries and produce.

Wm. Gower, grocer, London, Ont., has sold to W. J. Lang, of Melbourne.

Seaforth Oatmeal Mill, at Stratford, Ont., formerly one of the Canadian Cereal Company's plants, has been sold by Walter Thomson & Son, of Mitchell, to Morrow & Co., an American firm.

The Ontario Department of Agriculture has taken over a portion of the Toronto City Abattoir, in which to establish a butter grading station. It is proposed to have farmers send their samples to be inspected, and it is hoped thereby to tion of a better class of butter.

The Carnation Milk Company has purchased the plant of the Aylmer Condensed Milk Company at Aylmer and will continue to manufacture condensed milk under the Canada first brand.

John G. Reid, Toronto manager for Atlantic Sugar Refinery, visited the headquarters of the company at St. John, N.B., during the week.

Western Provinces

S. Henley, grocer, Calgary, Alta., has discontinued.

White Grocers, Ltd., Saskatoon, Sask., have sold out.

E. S. Robbins, grocery brokers, Winnipeg, suffered fire loss.

F. B. Worth is opening a general business at Lemsford, Sask.

Gordon & Jacobson, grocers, Calgary, Alta., have dissolved.

Great West Trading Co., Qu,Appelle, Sask., has discontinued.

Wm. Baxter, grocer, Edmonton, Alta., suffered recent fire loss.

Moose Jaw Bread Co., Ltd., Moose Jaw, Sask., has been incorporated.

A. Neil, grocer, Winnipeg, has been succeeded by G. S. Campbell.

E. Morin, general store, L'Amoureux, Alta., has sold to J. O. Tremblay.

A. C. Boyd, general store, Bethany, Man., has been sold to W. J. Pellen.

N. B. Honeyman, grocer, Winnipeg, Man., has sold to R. M. Parkinson.

W. H. Olsen, grocer, Winnipeg, Man., has been succeeded by Mrs. S. Kemmay.

Main Centre Trading Co., general store, Main Centre, Sask., has dissolved.

D. O. Crossley & Son, general store, Biggar, Sask., has sold to D. M. Randall.

Parks & Silverman, general store, Cowan, Man., have been succeeded by I. J. Baru.

E. W. Salmon, general store, Sidewood, Sask., has been succeeded by R. Williamson.

Lowe, Moore, & Worth, general merchants are closing their store at Avonlea, Sask.

Clift Bros., general store, Melfort, Sask., has been succeeded by F. G. Crawford.

J. G. McGowan & Co., general store, Treherne, Man., has been sold to G. T. Curry.

George C. Armstrong, for thirty years with Ogilvie Milling Co., is dead in Vancouver, B.C.

Lowery & Hamilton, grocers, Pense, Sask., have been succeeded by Hammond & Hamilton.

New Delton Grocery, Edmonton, Alta., has been succeeded by Jachnechi & J. Janishewski.

T. H. Brown & Son, general store, Colonsay, Sask., has been succeeded by Brown & Pindleton.

E. S. Robbins, grocery jobbers, 246 McDermott avenue, Winnipeg, were heavy losers in a fire last week.

General store business of D. Sampson, of Camrose, Alta., has been taken over by D. H. M. Little, of Calgary.

Fred D. Kirby will open a bakery and pastry store on Main street North, Moose Jaw, Sask., at an early date.

John O'Donnell, sales manager of the Blue Ribbon Co., Ltd., of Winnipeg, has been on a trip to the Pacific Coast.

Two general stores, one owned by Frank McSherry, Pangman, Sask., were destroyed by fire Saturday, June 16.

Mawson & Wallace, 128 Main street, Moose Jaw, Sask., have opened up a new store in which they are handling fish and meats.

C. Harman, traveler for the Garlock Packing Co., of Hamilton, recently has been appointed manager of the firm in Winnipeg.

George Adams, of Geo. Adams & Co., manufacturers' agents, Chamber of Commerce, Winnipeg, is still in the hospital. His condition last week was not very favorable.

At a recent meeting of the Retail Clerks' Association, at Lethbridge, Alta., it was decided to petition the retail merchants to recommence the weekly half-holiday during July, August and September.

FIRE AT BRUCE MINES

Practically the whole business section of the town of Bruce Mines, Ont., was wiped out on Thursday last by a fire which is estimated to have done damage amounting to $150,000. The flames, starting in the rear of a moving picture theatre, spread first to the general store of D. B. Tees, which is destroyed completely, as well as much school equipment stored above. A. D. Jackson's general store business also suffered total loss with a $4,000 stock of flour and a $35,000 general stock. Other places to suffer included Victor Munro's general store, Willoughby's implement store, Pomeroy's confectionery and grocery, post office, customs office, and a number of other smaller merchants.



Told 'Round the Cracker Barrel

HOW TO KILL AN OYSTER

Don't drown him in vinegar
Or reason him at all,
Don't cover up his shining form
With pepper like a pall,
But gently lift him from his shell
And firmly hold your breath,
Then with your eager tongue and teeth
Just tickle him to death.

* * *

TOUGH ON CAROLINE

In the southern part of Arkansas, relates Mr. Overman, where the natives take life easy, a man and his wife were one day sitting on the porch when a funeral procession passed the house. The man was comfortably seated in a chair which was tilted back on its hind legs against the side of the house, and was engaged in whittling on a piece of wood. As the procession proceeded, he said: "I reckon ol' man Williams's got about the biggest funeral that's ever been held around hyear, Caroline."

"A purty good-sized one, is it, Bud?" queried the wife, making no effort to move.

"You betcher!" Bud answered.

"I certainly would like to see it," said the woman. "What a pity I ain't facin' that way!"

* * *

UNAPPRECIATED

"Fancy bringin' a child like that to a funeral! Wot pleasure can it be to 'er?"—

* * *

OVERHEARD IN HULL, QUE.

"Ma, tigers can't bite people when they don't see 'em, can they?"

"What on earth do you mean, child?"

"I heard pa tell Mr. Smith he was going to find a 'blind tiger.'"

* * *

HE COULDN'T GO BACK

The late Gilman Marston, of New Hampshire, was arguing a complicated case, and had looked up authorities back to Julius Cæsar. At the end of an hour and a half, in the most intricate part of his plea, he was pained to see what looked like inattention. It was as he had feared. The judge was unable to appreciate the nice points of his argument.

"Your Honor," he said, "I beg your pardon, but do you follow me?"

"I have so far," answered the judge, shifting wearily about in his chair, "but I'll say frankly that if I thought I could find my way back, I'd quit right here."

* * *

NEARLY FINISHED

A stranger entered a church during the sermon. Getting tired, he asked his neighbor, "How long has he been preaching?" "About thirty or forty years, I think," replied the man. "I'll stay, then," said the stranger; "he must be nearly done."

* * *

HE REMEMBERED NOAH

A pompous orator of the old school—you know the kind; one of those boys who vocally wave the Flag of Freedom until some of the stars are shaken loose—got up to speak in a little town in Ohio. Part of his discourse was devoted to praise of Daniel Webster, that other great orator.

The rural Bill Bryan frequently skidded from the roadway of fact. On one occasion, he said: "Daniel Webster's wonderful command of the English language, his unfailing grasp of words, came from his tremendous knowledge of the dictionary, of which he was the author."

A well-meaning friend whispered to the speaker: "Say, Bill, Daniel Webster didn't write the dictionary; it was Noah."

Bill surveyed the other with scorn, and announced authoritatively and loudly: "Noah—hell! Noah built the ark!"

* * *

A KINDLY SUGGESTION

A Saginaw man tells of an Eastern college graduate who got work in a Michigan lumber camp. He was told to get busy on one end of a cross-cut saw, the other end being in charge of an old and experienced lumberman. At first all went well, but at the end of the second day the young man's strength began to wane. Suddenly the old man stopped the saw and spat.

"Son," said he, not unkindly, "I don't mind, your ridin' on this saw, but if it's just the same to you I wish you'd keep your feet off the ground."

BRING IN YOUR CATALOGUES

This is the caption that heads the advertising of Roberts Bros., Cupar, Sask. That is the way to go after the Mail Order House. The idea as suggested by the Advertisement is to use the Mail Order Catalogue to help sell the store's goods.

"You will have to hand," reads the advertisement, "Spring Catalogues on Groceries. We again remind you of the saving. Bring your order and prices—We guarantee to meet the best."

On either side of this announcement is a panel devoted to the displays that will be found in the different windows of the store.

There is an effectiveness and a novelty about this idea of using the mail order catalogue to help sell the General Stores goods that should attract attention and also trade.

PASSING THE TIME FOR BABY

Two women from the suburbs, one of them carrying a baby, entered a Cincinnati furnishing house, and indicated their desire to look at some carpets.

It was very warm, but the salesman cheerfully showed roll after roll, until the perspiration streamed from his face. Finally the babyless woman asked the other if she did not think it was time to go.

"Not quite," was the answer. Then, in an undertone, she added: "Baby likes to see him roll them out, and we've plenty of time to catch the train."

* * *

Many ladies who knit articles of wear for soldiers in the trenches attach their names to the garments before sending. Almost invariably the fortunate recipient acknowledges the gift. One of the recent acknowledgments received by a New York department store girl read as follows:

"I got your socks, kind lady, and they sure are some fit.
I took a pair for a hammock the other for a mit.
I'd like to meet you, lady, when I've done my little bit,
But where in h—l did you ever learn to knit?"

KEEPING ACCOUNTS 60 YEARS AGO

(Continued from page 41.)

Starch, per lb.	0.10	0.09¼
Cloves, per lb.	0.36	0.35-0.45
Cassia, per pound	0.48	0.25-0.35

Molasses is about double now what it was in the middle of last century. Sugar is about 3½c per pound cheaper at present, while Spanish Valencia raisins are approximately one-third dearer. Currants, on the other hand, are about 75 per cent. dearer at the present time than they were in 1851. This is partly due to the fact that the source of supply of currants is almost entirely shut off. Putty is at the present time approximately six-tenths of a cent per pound higher, but compared with pre-war prices, the price in 1851 was considerably higher. Starch is about ¾c per pound lower now than it was in the middle of last century.

SERVICE DEPARTMENT

John McCorvie and Sons,
Chatham, Ontario,
Gentlemen:—

In answer to your enquiry as to the makers of the vegetable stand, with fountain spray attachment. We beg to state that such a stand as you illustrate is made by the Willis Manufacturing Co., and the Galesburg Cornice Works, both of Galesbury, Illinois.

* * *

CANADIAN GROCER has had a number of enquiries as to whether it is legal to advance the prices of articles that have a price marked upon them. Our answer has been as follows:—

We belive that such actions is perfectly legal. On the other hand, in our opinion, it is inadvisable. Customers getting the re-marked tea will know that you were making a good profit at the old price, and will suspect you of making an exorbitant profit on the new. There is also the possibility of some disgruntled patron sending a package to the Hon. Mr. Crothers at Ottawa, and laying you open to some awkward enquiries from the Minister of Labor on the ground that you have asked more than a fair profit. There would seem to be a possibility that you profit out of this by selling at the original prices. It is probable that you would be below other merchants and could so make a good leading line that your customers would appreciate. We believe that you would profit most by adopting this idea.

J. E. Macfarlane, general manager of the Western Canada Flour Mills, Ltd., is visiting various branch offices in the West, and has spent some time in Vancouver and Victoria. He is looking up possibilities of doing business with Canadian flour in Portland and Seattle.

* * *

W. F. Ross, superintendent of Pauline Candy Company, Winnipeg, Man., and a resident of the city for thirty years, is dead.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

VARIOUS lines of produce and provisions were in an active market during the week. Both butter and eggs are reaching the distributing centres in large quantities and prices show an easier tendency. Heavy production in these commodities is now taking place at country points. Live hogs were scarcer and packers put up their prices in order to induce the farmers to bring them out. Poultry of various kinds reached the market in fairly good supply, but the demand is light and quotations were accordingly down.

Flour held in steady position, due to a corresponding situation in the wheat market. There is only a light demand for the commodity as yet. Sugar declined 15c per hundred and is in light demand, but the coming of the fruit preserving season is expected to have a stimulating effect on demand. Much depends on the quantity of strawberries marketed. Reports are conflicting as to the probable production of berries. As yet they have not been reaching the market in large quantities.

Advances were recorded in salad dressing, ice cream salt, soap chips, jams, maple syrup, black pepper. Old potatoes are nearly cleaned out and new Southern potatoes are now taking their place, prices having declined in the latter during the week. Lettuce and radishes are slow sellers owing to the backyard production which is getting under way. Canadian cabbage and beets are now reaching the market. Georgia peaches put in an appearance, being the first of the season. Business is still quiet in grocery lines, particularly in the city trade.

QUEBEC MARKETS

MONTREAL, June 26.—Steadiness as regards flour, advances in cases of package rolled oats, and a decline in sugar, are the features of the market in the grocery lines this week. There have been declines also in provisions, and eggs are much more plentiful in supply, and consequently in weaker market. Butter is also lower. There is a period of dullness over the grocery markets in several lines, and business has been quieter, but there is every sign of firmness as to prices. English candied peels are up again, and molasses advanced four cents following loss of a cargo at sea. Hand cleaners, formerly 90c per doz., are now a dollar for the ordinary lines. There have been few changes in miscellaneous lines this week. Sultana stove polish, No. 12, has advanced to $1.10 per doz., formerly a dollar, and may advance further later in the season.

Sugar Has Again Declined 15 Cents

Montreal.

SUGAR.—A further decline of 15c per 100 pounds is recorded in sugar this week. The decline took place at 9 a.m. on June 26, and the refineries all brought their product to a basis of $8.05 for extra granulated. One refinery did not make the announcement until later, but with the market in its present condition of rather quiet demand, the lower-priced sugar secures the sales, and an even market resulted from the point of view of the wholesalers from the first announcement of the decline. The reason for the drop in sugar was not very clear. Probably slackened demand had something to do with it, but the market tone generally has been towards weakness of late. At the present time sugar is selling at almost exactly double its price just before the war broke out, and cost of manufacture is more than doubled according to accounts.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 05
Acadia Sugar Refinery, extra granulated	8 05
Canada Sugar Refinery, extra granulated.	8 05
Dominion Sugar Co., Ltd., crystal granulated	8 05
Special icing, barrels	8 25
Diamond icing	8 25
Yellow, No. 1	8 25
Yellow, No. 2 (or Golden)	7 55
Yellow, No. 3	7 45
Powdered, barrels	8 15
Paris lumps, barrels	8 65
Paris lumps (boxes), 100 lbs	8 75
Crystal diamonds, barrels	8 65
Crystal diamonds (boxes, 100 lbs.)	8 75
Assorted tea cubes, boxes	8 65
Cut loaf (50-lb. boxes)	8 90
Cut loaf (25-lb. boxes)	9 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

New Pack Salmon Prices After July 1

Montreal.

CANNED GOODS.—There is steady demand for canned goods, and stocks of last season's canning gradually decrease. Prices remain steady. Outlook for new season's canning is still not very clear. The shortage of tin-plate is looming up ominously, and it is very doubtful if non-perishable goods, such as beans, will be canned in any great quantity, if at all. Only a few independent canners of salmon have so far made prices for 1917 pack, and wholesalers are not announcing quotations until the B. C. packers' prices are made known after July 1. The outlook for the canned vegetables and fruits of Canadian growth is hopeful, but subject to the troubles besetting all canning industry this season. Crops are showing fair promise so far. New canned lobsters are now in the hands of the wholesalers, mostly in halves and quarters delivery, made for orders placed well in advance. The quarters are $1.75 a dozen; halves, $2.75; and one-lb. flats, $5.95 doz. All the well known guaranteed brands are represented. A new size of baked beans in 10-oz. cans has been placed on the market by a firm of wholesalers in Montreal. These sell at 77½c per doz. for the plain, and 87½c per doz. for tomato sauce flavored, thus priced to retail at from 9c to 10c each can.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	....	2 45
1 lb. talls, cases 4 doz., per doz.	....	3 00
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 45
Pinks, 1-lb. talls	1 75	1 80
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Canned Vegetables—		
Toamtoes, 3s	2 25	2 30
Tomatoes, U.S. pack	....	2 25
Tomatoes, 2½s	2 15	2 20
Peas, standards	....	1 35
Peas, Early June	....	1 45
Beans, golden wax	....	1 60
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	....	2 00
Corn (on cob, gal. cans, doz.	....	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	....	2 75
Red cherries, 2s	....	2 25
Strawberries, 2s	2 40	2 50
Blueberries, 2s, doz.	....	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Apples (gallon)	3 75	4 00

Peaches, 2s (heavy syrup)	....	1 75
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25

English Candied Peels Again Up

Montreal.

DRIED FRUITS.—Still the story of the markets as regards dried fruits is one of quietness. Demand is not very strong for these at present. The outlook from California is unchanged from last week, firm prices being probable, and firming tendencies noted. Prunes are scarce in supply, and bound to be high priced. Raisins will probably be higher. Greek currants are coming forward via New York, and are being offered subject to approval of price, which cannot be fixed yet. There are fair prospects that 1917 Greek currants will be here in time for Christmas in limited quantity, but there is no certainty. English candied peels are advanced 4c to the importer, making altogether an advance of 10c in three months. These are, therefore, certain to quote higher to the retailer in course of time.

EVAPORATED FRUITS.	Per lb.	
Apples, choice winter, 25-lb. bxs.	....	0 13
Apples, choice winter, 50-lb. bxs.	0 13	0 13½
Apricots—		
Choice, 25's, faced, new crop..	.....	0 28
Nectarines, choice	....	0 11½
Peaches, choice	....	0 13
Pears, choice	....	0 15
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	....	0 32
Lemon	....	0 24
Orange	....	0 27
Currants—		
Filiatras, fine, loose, new	0 21	0 22
Filiatras, packages, new, lb.	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	....	0 12½
Fards, choicest	....	0 12½
Hallowee (loose)	....	0 13
Excelsior	....	0 11½
Anchor	....	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	....	0 11½
1 lb. glove boxes, each	....	0 12
Cal. bricks, 8 oz., doz.	....	0 95
Cal. bricks, 10 oz., doz.	....	1 20
Cal. bricks, 16 oz., doz.	....	1 40
Cal. layers, 10 lb., 5 rows, box.	....	1 60
Cal. fancy, table, 10 lbs.	....	1 60
Figs—		
Spanish (new), mats, per mat.	....	2 40
Comadore (Portugal), per mat 33 lbs.	....	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	....	0 12½
70 to 80, in 25-lb. boxes, faced	0 12	0 13½
90 to 100, in 25-lb. boxes, faced	....	0 11
Prunes (Oregon)—		
30s	....	0 13
40-50s	....	0 12½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.00; 4-crown cluster, $3.50; 6-crown	....	3 75
Muscatels, loose, 2 crown	....	0 10½
Muscatels, loose, 3-crown, lb.	....	0 11
Muscatels, 4-crown, lb.	....	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	....	0 12½
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Advances Four Cents Per Gal.

Montreal.

MOLASSES.—The market for molasses is in such a precarious condition as to supply that the least mishap in transit means a difference to quotations. A cargo was lost last week, about 3,000 puncheons, according to report, and this is a considerable loss. The price has advanced 4c in Montreal as a result. Various firms lost various amounts in this wreck. Demand for corn syrup is reported the sharper because of the molasses shortage, but prices have not altered this week. The same is the case as regards cane syrups.

	Prices for Fancy, Island of Montreal	Choice,
Barbadoes Molasses—		
Puncheons	0 78	0 72
Barrels	0 81	0 75
Half barrels	0 83	0 77

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	6 50
Half barrels, per 100 lbs.	7 00

Peanuts Have Again Shown Advances

Montreal.

NUTS.—The market for nuts maintains its strength. Walnuts (shelled) are firmer in tone, though still available at prices as formerly quoted. Nuts in the shell are firm and likely to go higher. Shelled peanuts are again higher in primary market and to the jobber. No. 1 Virginias are being quoted to jobber at 16¼c, and No. 1 Spanish at 17c. No new No. 1 Spanish peanuts can be expected to arrive before the first week in December, and stocks in this country are running very low. These are required for peanut butter, the Oriental nuts not entirely replacing the European supplies.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	....	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 18	0 20
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16½	0 17
Pecans (new Jumbo), per lb.	....	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 18½
Walnuts (shelled)	....	0 52
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1	....	0 24
Cocoanuts, 100 size, per sack	....	7 50

Beans Quoted At High Figures

Montreal.

BEANS.—A certain small quantity of Canadian hand-picked beans is still to be found on the market, and in some cases at the fairly moderate price (in these days) of $10.50 per bushel. No less than $11.50 to $12 has been quoted for these this week in other directions. The market is still supplied mainly with imported beans, and demand is not strong, but will be sharper when new Canadians can be found. There is absolute loyalty on the part of Canadian housewives towards the beans of Canadian growth, though in the present period of scarcity they have made Manchurians and Michigans fill the bill. A big harvest of beans is anticipated.

Beans—		
Canadian, hand-picked	10 50	12 00
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Yellow Eyes, per lb.	0 15	0 15½
Lima, per lb.	....	0 20
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb.	0 15½	0 16
South American	....	5 70
Peas, white soup, per bush.	....	5 00
Peas, split, new crop, bag 98 lbs.	10 00	10 10
Barley (pot), per bag 98 lbs.	6 00	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice And Tapioca Dull; Sago Advanced

Montreal.

RICE AND TAPIOCA.—There is very little movement in rice, according to reports. It appears that large stocks were laid in previous to the last advance, and since then with demand dull prices have not altered. Tapioca, however, keeps in very firm market, and is scarcer as regards importations. Demand for this is, however, light at present. Sago has advanced half a cent to 14½c per pound.

"Texas" Carolina, per 100 lbs.	....	9 90
Patna (fancy)	....	10 15
Real Carolina, per 100 lbs.	11 00	11 50
Patna (good)	....	9 40
Siam, No. 2	7 25	9 15
Siam (fancy)	....	8 40
Rangoon "B"	....	7 35
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 14½	0 15

Coffee Is Quiet; Cocoa Unchanged

Montreal.

COFFEE, COCOA.—There are no changes of market condition to report as regards coffee. It is not thought that coffee prices will alter in any hurry either upwards or downwards—if downwards were even remotely possible. Any change would probably be for more firmness, but there is no hint of such a change. Cocoa is in similarly quiet condition. The market for cocoa in tins still finds a line or two offered at 95 cents a dozen for the small or "ten cent" tin. Bulk cocoas are not altered in price this week.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market Shows Renewed Firmness

Montreal.

TEA.—While a few arrivals of black teas have had the effect of easing the extreme anxiety under which the market

has been operating of late, the feeling of doubt as to future supplies of black teas begins to gain strength again. It is felt that there will be few return trips for more tea cargoes by ships reaching America about the time troops are to be moved, and this may be sooner than anybody expects. Japan teas are very firm for the lower grades owing to increased demand. Java teas are being brought forward to meet the opportunities offered by the state of the market at present, and are much better in quality than was the case a few years ago. Prices for future supplies of black teas are steadily advancing still.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spice Markets Show Fewer Features

Montreal.

SPICES.—There is a period of quietness in the spice market at large, with the outlook increasingly towards difficulties of shipment from primary markets and consequent firmness Locally conditions are unchanged from reports of the past week. Demand has had a further spell of activity, but is not as pressing as was the case a month ago. Prices are for the present unchanged. There are shortages likely in nutmegs, gingers, and seeds and herbs, indeed all the spices subject to importation are scarce and likely to be higher priced. Markets are not particularly sharp set for many lines at present, but spot stocks are being snapped up from time to time in New York, and future arrivals near at hand are always trending firmer.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 35	0 40
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	....	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

New California Soft Fruits Arrive

Montreal.

FRUIT AND VEGETABLES.—The arrival of the new California soft fruits is the only feature of the market. These have at last begun to appear in quantities, and are selling at the rather higher range of prices anticipated. Cherries are $3.25 a box, plums $4.00, peaches, $2,75, apricots, $3.00, there is a good demand for these fruits, and as prices come down more demand is promised. In the vegetables while many lines remain steady for the time being some of the older goods are firmer due to scarcity and some fall off in price due to quality having also fallen off. New root supplies are coming forward. Rhubarb is "selling at all prices" even as low as 10c for some odd lots of lower quality, but from 25c to 35c per doz. bunches is considered representative. Potatoes keep high in price, and very firm.

Bananas (fancy large), bunch	2 75	3 50
Oranges—		
Navels, per box	....	4 50
Floridas	....	5 00
Valencia, ordinary and large	4 25	5 00
Grape fruit	2 75	3 25
Lemons	4 50	5 00
Limes, box of 80	....	1 50
Pineapples, Cuban, crate	3 50	4 00
Watermelons (U.S.), each	0 60	0 75
Apples (in boxes)—		
Winesap	....	4 00
Ben Davis	....	4 00
Cauliflower, per doz. bunches	3 00	4 00
Celery, greentop, per crate	....	4 00
Celery (U.S. washed), doz.	....	1 50
Onions, Bermuda, crate 50 lbs.	....	3 25
Onions, Texas (crystal wax), crate 50 lbs.	....	2 50
Texas onions (red), crate	2 50	2 75
Onions, Australian, sack 100 lbs.	....	6 00
White onions, per bag (100 lbs.)	....	6 00
Potatoes (Green Mt.), bag, 80 lbs.	....	4 25
Potatoes (new), per hamper	....	4 00
Potatoes (new), per bbl.	....	11 50
Potatoes (N.B.), bag	....	4 25
Potatoes (Quebec)	....	4 00
Potatoes (sweet), per hamper	....	4 00
Carrots, per bag	....	3 50
Carrots (new), doz. bunches	....	0 90
Beets, per bag	....	2 00
Beets (new), doz. bunches	....	1 00
Parsnips	....	2 00
Peas (new), per hamper	....	3 00
Turnips (new), per doz.	....	1 25
Lettuce, curly, per box	....	2 00
Lettuce, Romaine, doz.	....	1 00
Lettuce, Boston, box of 2 doz.	....	2 25
Tomatoes (Florida), per crate	4 00	4 25
Tomatoes, Mississippi Flats	....	2 25
Horse radish, per lb.	....	0 25
Cabbage (new), Charleston, crate	....	3 25
Cauliflowers (doz.)	3 50	4 00
Beans, U.S. wax, basket	3 25	3 75
Beans, U.S., green, basket	....	3 75
Leeks, per doz. bunches	....	2 00
Parsley, doz.	0 50	1 50
Mint, doz.	....	0 50
Watercress, doz.	....	0 50
Spinach, per bbl.	....	4.00
Rhubarb, per doz.	0 25	0 35
Eggplant, per crate	....	6 50
Cauliflower, crate	....	4 00
Garlic (Venetian), lb.	....	0 10
Endive (Canadian), lb.	....	0 25
Strawberries (Louisiana), pints	....	0 12
Strawberries (quarts)	....	0 20
Cucumbers (Fla.), basket	3 25	3 50
California plums, box	....	4 00
Do., peaches, box	....	2 75
Do., apricots, box	....	3 00
Cherries (Calif.), box	....	3 25
Artichokes (Jerusalem), bag	....	1 25

Fish Markets Keep Steady And Moderate

Montreal.

FISH.—Demand for fish is keeping up well, and prices as a rule remain reasonable without any indication of advances for some time to come. Due to shortage of bait in the East the supply of codfish and haddock is not expected to be as large as in the past few weeks, and this might have an effect on prices in the coming week. There was a shortage of Gaspe salmon up to the present week, but good supplies from the Northern shore helped fill the market. Still as these fish came on to a practically depleted market there was less reaction as to price, and this only temporarily. Lobsters are on the up trend, as the fishing season for these has closed in some districts. Trade in all kinds of pickled and salted fish is pretty quiet. A few inquiries are reported for salted and boneless codfish. Trade in oysters is small and featureless.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes	....	0 90
Smoked boneless herring, 10-lb. box	....	1 40
Smoked eels	....	0 12

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	17 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00 15 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	....	0 30
Prawns, Imperial gal.	....	3 00
Shrimps, Imperial gal.	....	2 50
Scallops	....	2 75

FRESH FROZEN SEA FISH.

Halibut	16	17
Haddock, lb.	..	06
Mackerel (med.), each	..	20
Mackerel (large), each	..	25
Cod steak, fancy, lb.	..	8
Salmon, Western	18	..
Salmon, Gaspe	16	18
Brook trout	..	30

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	....	0 10
Dore	0 11	0 12
Smelts, No. 1	....	0 15
Smelts, No. 1 large	....	0 20
Oysters—		
Selected, gal.	....	2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice), bbl.	....	12 00
Malpeque oysters (choice), bbl.	....	12 00
bbl.	....	10 00
Cape Cod shell oysters, bbl.	....	12 00
Clams (med.), per bbl.	....	8 00

FRESH FISH

Haddock	0 05	0 06
Steak Cod	....	0 07
Market Cod	0 05	0 06
Carp	0 10	0 11
Dore	0 14	0 15
Lake trout	0 13	0 14
Fike	0 10	0 11
B. C. Salmon	....	0 18
Gaspe Salmon	....	0 16
Gaspereaux, each	....	0 03
Western Halibut	0 17	0 18
Eastern Halibut	0 16	0 17
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch	....	0 09
Bullheads	....	0 12
Whitefish	0 14	0 15

ONTARIO MARKETS

TORONTO, June 27.—Higher prices prevailed in a number of grocery lines during the week. The greater activity was noted in produce and provisions, where declines were recorded in the price of poultry and in eggs. Butter was in weaker position with the make mounting rapidly. Live hogs were higher in price, but pure lard was down. The latter condition is due to the slackening demand for all fats during the summer months. The feeling is

prevalent that prices will not go to very much lower levels. Some brands of jams and jellies were quoted at higher prices and maple syrup was also quoted at higher figures. Business continued somewhat quiet during the week, but reports of the country business have started to improve although trade in the city was still inactive.

Canadian Sugars Again Decline 15c

Toronto.

SUGAR.—Canadian refiners reduced the price of sugar 15c per hundred on Tuesday of present week. The visible production of sugar on the Island of Cuba continues to catch up on the total of last year, now standing at 2,679,641 tons against 2,798,700 tons in 1916 and 2,293,713 tons in 1915. Early last week the weather on the Island of Cuba was generally rainy but later reports state that the rains were only over scattered areas. This latter bit of information would seem to indicate that the rainy season has not started in earnest on the Island. During the week 23 centrals finished grinding, which leaves an estimated number of 39 still grinding. In the New York market for raws during the week there was a firmness noted in the situation as evidenced by slightly higher prices being paid by refiners, the advance being from 5.89c duty paid basis to 6.02c. Holders of raw sugars are asking higher prices and the offerings generally are quite free. Authorities intimate that with the disposition of Cuban holders to sell so readily it will be difficult to maintain present prices. Holders of sugar in warehouse in New York were inclined to sell freely and importers' stocks are accordingly much reduced. In the Java market for sugar declines of approximately one cent per pound have been made within the past six weeks. This is affecting the sugar situation in the United Kingdom. The British shipping controller is very unwilling to allot any considerable volume of tonnage as it requires some twelve weeks to complete a voyage to the United Kingdom. The voyage to Cuba takes much less time. This is taken as an indication that the Cuban sugars will be drawn upon more extensively during the coming season.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 19
Acadia Sugar Refinery, extra granulated.	8 19
Can. Sugar Refinery, extra granulated...	8 19
Dom. Sugar Refinery, extra granulated...	8 05
Yellow, No. 1	7 79
Specing icing, barrel	8 40
Powdered, barrels	8 40
Paris lumps, barrels	8 79
Assorted tea cubes, boxes	8 79

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Salad Dressing, Jams And Maple Syrup Higher

Toronto.

SALAD DRESSING, JAMS, MAPLE SYRUP.—Royal salad dressing has been increased in price 75c per dozen during the week, which now makes the selling price $6 per dozen for 16-oz. size. For the 8-oz. size the increase is 35c per dozen, making the selling price $3.60 per dozen. The season for preserving eggs is now on and waterglass is in demand, the price being $1.35 per dozen for 1-lb. tins. Ice cream salt has been advanced 10c pr sack and is now quoted at $1.45. Dingman's soap chips have been advanced 2c per pound, the price in barrels now being 14c per pound, while the 50-lb. boxes have advanced $1 and are now quoted at $7.50. Procter & Gamble have announced that they will again take orders for Lenox soap, this line having been withdrawn owing to their inability to keep up with orders. They are now in a better position with respect to deliveries. Aylmer brand jams and jellies have been advanced in some quarters, 12-oz., raspberry and black currant jams now selling at $2.35 per dozen, an increase of 25c. 12-oz. strawberry jam Aylmer brand to arrive is quoted at $2.45 per dozen. 12-oz. plum jam has been advanced 20c and is now quoted at $1.95, while peach jam in 12-oz. size has been increased 25c and is now quoted at $2 per dozen. Crab apple jelly has been advanced 25c and is now quoted at $1.80, and grape jelly has been advanced 5c per dozen to $1.50. Pride of Canada maple syrup has made considerable advance, the selling price for wine gallons, six to case, being $11.25; half gallons, 12's, $12.70; quart tins, 24's, $13.90; quart bottles, 24's, $12.40; quart bottles, 12's, $6.20; pint bottles, 36's, $10.60; maple sugar, fifty half-pound cakes to case, $6.30.

Prices On New Pack Salmon Expected Soon

Toronto.

CANNED GOODS.—Representatives of Western salmon packers stated they expected the prices on new fall pack of salmon to be announced in the near future. They are taking orders on the basis of open prices to be announced. Wholesalers quite generally have been booking up on this basis, as they are given the option of taking only a certain percentage of their order if the new prices are too high in their estimation. Wholesalers are looking for the price of salmon to open higher than last year. One large concern stated the additional cost of the tin in their cans this year will be some $55,000 greater than at any previous time. Conditions in the canned goods market was generally in a firm position during the week, no inclination toward lower prices in any of the various lines being noted. Alaska red salmon on the other hand were quoted up 10c from the lower levels of last week in certain quarters.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 00	3 25
Alaska pinks, 1-lb. talls	2 45	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 85
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Apples, gallons, doz.	....	4 00
Pineapples, 2s, doz.	2 45	3 00
Pineapples, 1s, doz.	....	1 50

Molasses Market Continues Very Firm

Toronto.

MOLASSES, SYRUPS.—Although the demand for molasses is easing off considerably with the coming of warm weather the prices have not shown any inclination toward lower levels. New Orleans molasses is in uncertain market due to the probable action of the food controller in the United States. Fancy Barbadoes is firm for the remaining molasses and shipping conditions from that district are still bad. As to what effect the appointment of a food controller will have on Canadian products is yet a problem for the future to unravel. Prices on molasses remained unchanged during the week. Cane syrups and corn syrups also held steady in price. Dominion Molasses Company has withdrawn prices on tinned molasses.

Corn Syrups—		
Barrels, per lb.	....	0 06½
Cases, 2-lb. tins, 2 doz. in case	....	4 60
Cases, 5-lb. tins, 1 doz. in case	....	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	....	0 06½
Barrels and half barrels, second grade, lb.	....	0 06
Cases, 2-lb. tins, 2 doz. in case	....	4 80
Molasses—		
Fancy Barbadoes, gal.	0 78	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs	....	0 60
Tins, 2-lb., table grade, case 2 doz.	....	4 25
Tins, 3-lb., table grade, case 2 doz.	....	5 65
Tins, 2-lb., baking grade, case 2 doz.	....	3 00

Candied Peel Again Quoted At High Prices

Toronto.

DRIED FRUITS.—Importers of American candied peel were again in the market during the week but at prices 4c in advance of the opening quotations several weeks ago. This represents an increase of 2c per pound over the prices at the time they were withdrawn. Dried fruits quite generally are in a quiet market. There are very few currants to be had except Australians and some filiatras. Intimation has been made that the embargo on Grecian currants is to be raised, which may mean that supplies of this fruit may come in, though at high prices. Dates are holding steady, there being practically nothing in the market

except package dates. Figs are drawing near the tail end of the season and wholesalers are anxious to clean out their stocks. Prunes are in an uncertain market in the primary points owing to the probable action of the United States food controller with respect to prices. The possibility of regulation in this commodity is said to be causing the Prune Association some uneasiness. In the meantime there is little interest in the future market pending some action in this respect. On raisins the association is prepared to take orders on basis of price to be named later. Some business has been done locally on this basis.

Apples, evaporated, per lb.	0 14	0 14½
Apricots, choice, 25's, faced	0 24	0 26
Candied Peels—		
Lemon	0 25	0 26
Orange	0 26	0 27
Citron	0 30	0 33
Currants—		
Filiatras, per lb.	....	0 22
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 60
Figs—		
Taps, lb.	0 05½	0 05¾
Malagas, lb.	....	0 10
Prunes—		
30-40s, per lb., 25's, faced	....	0 16
40-50s, per lb., 25's, faced	....	0 15½
50-60s, per lb., 25's, faced	....	0 15
70-80s, per lb., 25's, faced	....	0 13¾
80-90s, per lb., 25's, unfaced	....	0 12½
90-100s, per lb., 25's, faced	....	0 10½
Peaches—		
Standard, 25-lb. box	....	0 13
Choice, 25-lb. boxes	0 13½	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15½	0 16

Teas Were In Quiet Market During Week

Toronto.

TEAS.—There was a rather quiet market in teas during the week, which is the condition quite general in the grocery trade. Demand for tea from the city trade has been lighter owing to the fact that many people have made their exit to their summer homes. In the country districts to where they have gone the merchants had already anticipated their needs and are consequently not buying to meet this demand. Interest in the market in the far East centres around the fact that freights of late have been advancing. There seems little prospects of any easier condition from that quarter. Prices locally remained unchanged. Some stocks of Java teas are reported to be on the way, also several shipments from Indian ports. These teas are expected to reach the local market some time is July.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Withdrawal Of Ships Affecting Coffee Trade

Toronto.

COFFEE, COCOA.—With the persistent activities of the submarines a great number of ships are being withdrawn from the South American trade and this is having a steadying effect on the coffee market by reason of the inability to ship as much coffee as under normal conditions. While Brazil has taken over a number of German steamers that were interned in her ports it will take some time to put them into commission as they are in a bad state of repair and help is difficult to obtain. Locally prices remain unchanged, following the steadiness in the primary market in New York. Demand is fairly good.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Pickling Spice And Black Pepper Are Higher

Toronto.

SPICES.—Pickling spice moved up from the lower level to the extent of 2c per pound during the week, making the range of prices now 22c to 25c. Black pepper showed additional strength and an advance of 1c to 3c per pound was recorded in low quotations of various dealers. Cream of tartar continued in a firm position but prices remained unchanged. The demand for spices of all kinds is reported good from some sources, while others again state trade is somewhat quiet.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 33	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 45	0 50
Do., 64's	....	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Carraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure	....	0 60
American high test	....	0 65

Light Stocks Of Shelled Walnuts On Way

Toronto.

NUTS.—One importer states that he has been able to secure some light stocks of French shelled walnuts which are now on the way to this country. Shipper cut down the amount of order, however, which indicates the scarcity in that market. There is a good demand for walnuts for the soda fountain trade now that the summer season is on, but outside of this trade the market in nuts is somewhat quiet. California walnuts are still out of the market and there is no probability of any further supplies reaching this market until new crop comes in. Importers are preparing to take fairly good quantities of these nuts this season as they found them quite acceptable to the local trade. The price was one of the attractive features.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 19
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 14	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 40	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California	....	....
Peanuts, lb.	0 17	0 18

New Crop Rice Is Making Good Progress

Toronto.

RICE, TAPIOCA.—Reports from the rice fields of the Southern United States continue to be encouraging, as the crop is making good progress. There was little interest in the rice situation during the week, the easier conditions noted last week continuing. Some wholesalers have fairly heavy stocks of rice and are eager to take business at easier prices. Demand for rice is still quite good. There was a shading down from the higher prices of last week.

Texas, fancy, per 100 lbs.	9 50	10 50
Honduras, fancy, per 100 lbs.	....	0 12
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 50
Japans, second, per 100 lbs.	7 50	8 50
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 13½	0 15

Lima Beans Quoted Down In Some Quarters

Toronto.

BEANS.—Although a number of wholesalers are out of the market entirely on lima beans lower quotations were noted in at least one quarter during the week, the price being down 2c, which now makes the range of prices 17c to 20c per pound. There is little interest in beans at the present time, interest of consumers turning more to fresh vegetables that are now on the market. Prices for the most part remained unchanged.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel	....	9 60
Japanese, per bush.	....	9 00
Black eyes, Cal., bushel	....	6 50
Limas, per pound	0 17	0 20

Demand For Oat Products Lighter

Toronto.

PACKAGES.—The demand for rolled oats in packages is becoming somewhat lighter due to the approach of warmer weather. Less heating breakfast foods are stated to be more in demand. Prices for all package cereals held in steady position. Corn starch and starch were also in an uneventful market so far as movements in price are concerned.

Cornflakes, per case	3 00	3 40
Rolled oats, round, family size, 20s	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case, 20s	4 00	4 90
Shredded wheat, case	....	4 00
Cornstarch, No. 1, pound cartons	....	0 10¾
No. 2, pound cartons	....	0 09¾
Starch, in 1-lb. cartons	....	0 10¾
Do., in 6-lb. tins	....	0 12½
Do., in 6-lb. papers	....	0 09¼

Whitefish, Trout And Herring Scarcer

Toronto.

FISH.—Contrary to expectations the supplies of both whitefish and trout were shorter during the week. Fresh whitefish stocks were low and arrivals of trout were practically nil. Fresh herring is also very scarce. In spite of this condition the market held steady during the week. In the smoked fish ciscoes are now out of the running. Cohoe salmon of frozen variety are also out of the market. Frozen whitefish are also now cleaned out. Demand for fish has been fair.

SMOKED FISH.		
Haddics, per lb., new cured	0 11	0 12
Haddies, fillets, per lb	0 14	0 15
Kippered herring, per box	....	1 50
Digby herring, bundle 5 boxes	1 10	1 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	2 60
Salt mackerel, kits 15 lbs	....	2 25
FRESH SEA FISH.		
Halibut, medium, fresh, lb	0 16½	0 17
Halibut, frozen	0 16½	0 17
Salmon, Restigouche, lb.	0 17	0 18
Haddock, fancy, express, lb	0 07	0 08
Steak cod, fancy, express, lb	0 09	0 10
Mackerel, lb.	0 10	0 12
Flounders, lb., frozen	0 09	0 10
Winkles, per bag	....	1 75
FRESH LAKE FISH.		
Herring, lb.	0 10	0 12
Pike, lb.	0 08	0 08½
Whitefish, lb., fresh	0 13	0 15
Trout, lb., fresh	0 13	0 14
Herrings, frozen	0 06	0 06½
Tullibees, fresh, lb.	0 08	0 09

Canadian Cabbage And Beets Now In

Toronto.

VEGETABLES. — Canadian cabbage from the St. Catharines' district reached the market during the week and were quoted at $4 per case. Beets from Ontario points were in and sold from 40c to 50c per dozen bunches. Southern beets are also in the market and are quoted at $3.50 per crate. Florida cucumbers were higher in price, being quoted at $3.50 to $4 per hamper. Lettuce and radishes are in the market in good quantities but the demand for them is practically nil as people are now depending on their own backyards for supplies of this vegetable. New Carolina potatoes were on the market and in barrels were quoted from $1 to $1.50 per barrel below that of last week, the range being from $11.50 to $12. Green peas are bringing better prices at $3.50 per hamper. Old potatoes were somewhat scarce, the only kind available in the market being Western ones, which sold from $4 to $4.25 per bag.

Asparagus, Can. grass, 11-qt. bkt.	1 25	2 00
Beets, crates	....	3 50
Do., doz. bunches	0 40	0 50
Beans, green, string, hamper	3 50	3 75
Beans, golden wax, hamper	3 50	3 75
Cucumbers, Can., hothouse, 11-qt. basket	1 25	2 00
Cucumbers, Florida, hampers, 6 doz.	3 50	4 00
Cabbage, case	3 00	3 25
Canadian, case	....	4 00
Carrots, new, hamper	2 00	2 25
Celery, Florida, half case	....	3 00
Lettuce, leaf, doz. bunches	....	0 20
Canadian head lettuce, doz.	0 50	1 00
Mushrooms, 4 lbs.	....	....
Onions—		
Texas, 50-lb. box	2 25	2 50
Green, per doz. bunches	0 20	0 25
Potatoes—		
Elbertas, bag	4 00	4 25
New, barrel	11 50	12 00
Peas, green, hamper	....	3 50
Do., Canadian, 11-qt. bkt.	....	1 25
Radishes, doz. bunches	0 20	0 25
Spinach, bushel hamper	0 40	0 50
Green peppers, doz.	....	1 00
Tomatoes, Miss., 4-bkt. carriers	2 00	2 25
Parsley, basket	....	0 75
Watercress, basket	0 30	0 50
Turnips, new, hamper	....	1 50

Local Strawberries Are Coming Better

Toronto.

FRUIT.—Local strawberries reached the market in better quantities during the week and were quoted from 20c to 25c per quart. Reports are conflicting as yet as to the probable yield of strawberries. Some report that fairly good yields will be had while others are inclined to the opinion that there will be light crop. One of the new fruit arrivals was that of Canadian cherries, selling in baskets at 40c to 50c. Georgia peaches was also one of the new arrivals, being quoted at $475, while Clyman plums were quoted at $2.75 to $3 per box. These latter are imported articles. The wholesale fruit and vegetable market was moved from Front and Church Streets to the building at the foot of Yonge Street, as in former years. This large building has been decorated with a fresh coat of whitewash and looks quite cheerful.

Apples—		
Boxes, American	....	2 75
Bananas, yellow, bunch	3 00	4 00
Bananas, red, bunch	2 50	3 00
Cherries, Cal., box	....	2 50
Cherries, Can., basket	0 40	0 50
Oranges—		
Cal. late Valencias	4 00	4 75
Grapefruit, Cuban, case	4 00	4 25
Florida, case	5 00	5 50
Lemons, Cal., case	....	5 50
Do., Verdillis, case	....	5 50
Pineapples, Cubans, case	3 75	4 00
Peaches, Georgia, 6-bkt. carrier	....	4 75
Plums, Clyman, box	2 75	3 00
Rhubarb, doz. bunches	0 20	0 30
Strawberries, 1-qt., U.S.	0 20	0 22
Do., Canadian, 1-qt.	0 20	0 25
Watermelons, each	0 60	0 90

MANITOBA MARKETS

WINNIPEG, June 27.—It is understood that paper bag manufacturers are contemplating putting advances into effect. Manufacturers are unable to fill orders on certain sizes, and difficulty will be experienced before long in securing supplies. Prices of fruit jars have been advanced by manufacturers, and supplies are likely to be scarce this year. Wagstaffe's and St. Williams Preserving Company have named prices on new pack jam, which are considerably higher than last year. The corn market is very high, and it is not unlikely that there will be a further advance in such lines as yeast, corn syrup, corn starch, corn flakes, etc. Broom corn is practically unobtainable, and it is difficult to secure prices for future delivery from manufacturers. New prices have gone into effect on Borden's evaporated and condensed milk, the increase amounting to 25c. per case. Canada First is quoted as follows: Family, $5.50 per case; Hotel $5.95 per case. Jobbers are offering Lake Superior pickled herrings in pails to take the place of Holland herrings at much lower prices. Holland herrings are almost impossible to secure. Lake Superior herring in pails of 10 lbs. net are quoted at 77c. per pail.

Sugar Declines 15c Per Hundred

Winnipeg.

SUGAR.—Sugar is selling on a basis of $8.80, and Dominion sugar at $8.70, which represents a decline of 15c per hundred. There seems to be some doubt in the minds of most of the trade as to what sugar is likely to do, and for that reason there is little activity. One of the leading brokers expresses surprise that the market should have declined recently, claiming that expected future developments should have induced at least a firmness. Most of the trade are pretty well stocked up. There is little buying taking place.

Evaporated Apples High; New Prunes Up 50%

Winnipeg.

DRIED FRUITS.—The primary market on evaporated apples is practically bare, and stocks held by jobbers in Winnipeg are getting rather low. To take the place of evaporated apples, several cars of dried apples have been brought in from the East recently, in 50-lb. boxes, which have met with a ready sale. Stocks of prunes, peaches, apricots and pears in California appear to be pretty well cleaned up. New prices of this year's crop of Oregon prunes have been named, and are 50% higher than last year. The new prices on Griffin & Skelley seedless raisins, 12 oz. are 11⅛c. per package; 16 oz. seedless raisins, 14½c. per package.

Judging from prices being quoted by brokers here on Australian currants, there will be higher prices on the new crop. The price quoted f.o.b. Vancouver the other day would make price to the retailer 20c. or possibly more. The old crop sold for 18½c. Speaking of dried fruits in a general way, a local broker stated: "Supplies are coming through pretty well, but prices are so high that they are not very attractive to jobbers, that is, for spot goods."

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	0 13¼	0 14
Apples, 25-lb. boxes	0 13¾	0 14¼

Apples, 3-lb. cartons, each	0 44	0 52
Pears, choice, 25's	....	0 15½
Apricots —		
Choice, 25's	0 29	0 30
Choice, 10's	0 30	0 31
Peaches —		
Choice, 25-lb. boxes	....	0 12
Choice, 10-lb. boxes	....	0 13
Currants —		
Fresh cleaned, half cases, Australian, lb.	0 19	0 22
Dates —		
Hallowees, 68-lb. boxes	....	0 12⅛
Fards, box, 12 lbs.	....	2 00
Raisins, California —		
16 oz. fancy, seeded	....	0 11½
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09½
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels —		
3 crown, loose, 25's	....	0 09¼
3 crown, loose, 50's	....	0 09
Raisins, Cal. Valencias —		
3 crown, loose, 25-lb. boxes	....	0 10
3 crown, loose, 10-lb. boxes	....	0 10½
Figs —		
Cooking, in mats	....	0 07½
Mediterranean, 33-lb. mats	....	0 08½
Prunes —		
90 to 100, 25s	0 11¼	0 12½
40 to 50, 25s	0 15½	0 17
Peels —		
Orange, lb., 7-lb. boxes	....	0 22½
Lemon, lb., 7-lb. boxes	....	0 21¼
Citron, lb., 7-lb. boxes	....	0 25

Tapioca Still High; Siam Rice Advances

Winnipeg.

RICE AND TAPIOCA.—It looks as though we are going to see higher prices on tapioca for some time to come. Some local houses are out of stock altogether, and those who have it are asking prices as high as 13½c. in some cases. It was stated last week that there were supplies of tapioca on "Empress of Russia" which had arrived at Vancouver, but apparently this was a mistake, and tapioca continues to be scarce. Siam rice has registered another advance. It will be felt by the retail trade before very long. This is the second advance in a month or more.

Japan, No. 1, lb.		0 06½
Japan, No. 2, lb.		0 05¾
Siam, lb.		0 05¼
Patna, lb.		0 06¾
Tapioca, lb.	0 10	0 13
Sago, lb.	0 09	0 12

Walnuts Retailing At High Figures

Winnipeg.

NUTS.—A number of lines have advanced very materially. Shelled almonds and walnuts have advanced 3c. per lb. in the last two weeks. Walnuts have been retailing here at 52c. per lb., whereas last year at this time they were 42c. or thereabouts. Peanuts are very steady. As regards Brazil nuts, reports are to the effect that there has been the largest crop in history, and importers suggest waiting for developments.

Peas Splits Bring High Figure

Winnipeg.

DRIED VEGETABLES.—The market has been pretty well cleaned up on white beans for some time. There seems to be a pretty fair quantity of Manchurian beans here just now, however, and they are selling at extremely high prices. Jobbers are quoting $7.50 per bushel, and in other cases even higher than that. It is stated that jobbers have paid as high as $7.50 for beans this year. It is expected new beans will be here in a month or six weeks, and this will no doubt affect the bean situation before very long. There is nothing to say regarding peas, except that both blue peas and splits are pretty well cleaned up in Eastern Canada. Jobbers that come into the market for spot stocks will have to pay much higher prices than they are selling at to retailers to-day.

White beans, bush.	....	7 50
California Lima Beans —		
80-lb. sacks	0 20	0 25
Peas —		
Split peas, sack, 98 lbs.	7 50	9 50
Whole green peas, bush.	....	5 50
Whole yellow, bushel	....	5 00

Teas Firm.

Winnipeg.

TEA.—A broker of Japan tea states that advances are taking place steadily. Both India and Ceylon are also very firm.

Transportation Will Hold Up Coffee Prices

Winnipeg.

COFFEE.—The market just now is normal. Prospects are for a very heavy crop. Price of coffee, apart from transportation, should be cheaper, but transportation will hold up the price.

Canned Corn And Raspberries Are Scarce

Winnipeg.

CANNED GOODS.—Canned corn has become rather scarce lately, and jobbers are telling their customers to buy at present prices, as it is said there is bound to be an advance before long. It will be remembered that last year there was only 50% delivery of corn, which probably accounts for this shortage. While stocks of tomatoes and peas are not short by any means, it would not be surprising to see advances going into effect before new crop comes in. There seems to be a tendency for jobbers to advance their prices. There will probably be a shortage of canned raspberries before long. The following new prices are being quoted on Clark's goods:

Corned Beef, ½'s, doz.	$ 2 90
Corned Beef, 1's, doz.	4 25
Roast Beef, ½'s, doz.	2 90
Roast Beef, 1's, doz.	4 25
Beef, Chipped, 1's, doz.	3 25
Beef, Chipped, ½'s, doz.	2 25
Beef Steak and Onions, 1's, doz.	4 25
Lunch Tongue, ½'s, doz.	3 25
Lunch Tongue, 1's, doz.	6 50
Ox Tongue, 1's, doz.	12 50
Ox Tongue, 2½'s, doz.	17 50
Veal, Jellied, ½'s, doz.	2 90
Veal, Jellied, 1's, doz.	4 25
Pate Tongue Ham, Veal, 1's doz.	1 95
Ox Tongue, in glass, 1½'s doz.	13 00
Ox Tongue, in glass, 2's doz.	15 00

Steadier Feeling To Candy Market

Winnipeg.

CANDY.—A local broker informs CANADIAN GROCER that he cannot get half enough candy to supply orders; he states that he is seven or eight cars behind in his deliveries. There has been a steadier feeling to the market since sugar began to ease up, in fact prices have been steady for six weeks.

Tobacco Shortage Is Now Apparent

Winnipeg.

TOBACCO.—Brokers here state that they find it hard to get supplies, and that big advances have taken place in the last few weeks. This applies especially to Quebec tobacco crop which was rather short last season. A local jobber says that last year's crop was so much below normal that one Canadian grocer cancelled his Western trip as his stock had all been taken up by Eastern orders. The shortage is the more acutely felt because of the increasing demand for domestic leaf tobacco. Advances are not improbable. The following are current prices:

Quebec Raw Leaf, 25-lb. and 50-lb. bales, per lb.	0 13
Havana Raw Leaf (Quebec), ½-lb. hands, 25-lb. and 50-lb. bales, per lb.	0 17½

Tendency For Jam To Go Higher

Winnipeg

JAMS.—Jobbers are drawing attention to the fact that compound jams have advanced 25% during the past week or two, and that several lines are now selling for 50c. New pack pure jams were sold by one Eastern manufacturer at 15% over the present prices, and then withdrew quotations altogether. This gives some idea of the feeling in Eastern Canada regarding jams. Tins are scarce and labels much higher. The following are typical quotations:

Strawberry, 12x4 lb. tins in case, per tin	0 68
Raspberry, 12x4 lb. tins in case, tin	0 65
Black Currant, 12x4 lb. tins in case, tin	0 65
Peach, 12x4 lb. tins in case, tin	0 58
Plum, 12x4 lb. tins in case, tin	0 54
Cherry, 12x4 lb. tins in case, tin	0 61
Assorted, 12x4 lb. tins in case tin	0 [illegible]

Asparagus $1.75 Dozen; New Canteloupes Arrive

Winnipeg.

FRUITS AND VEGETABLES.—Asparagus has dropped to $1.75 per dozen. Valencia oranges are quoted at $5. Hood River strawberries are up slightly to $5.25 per case of 24 pints. As regards potatoes, there seems to be an easier market, and good No. 1 potatoes can be bought at $1.80, although some houses are quoting $2. During the last few days there has been a firmer market, but later on the market in new potatoes in the United States dropped considerably, and there is no inclination to ship from here as potatoes begin to grow in the cars too easily. On the other hand there are said to be good supplies of potatoes in the country here, and these conditions are tending to keep the market down. Also there is no anxiety on the part of dealers to sell new potatoes as long as the old potatoes are plentiful. New lines of fruits on the market this week are canteloups, 4 flats, apricots, $3.25 plums, $3 to $4, peaches, $2.30 per crate.

Asparagus, doz.	....	1 75
Beans, wax, hamper	....	4 50
Beans, cream	....	3 50
Manitoba potatoes, bushel	1 80	2 00
Celery, Florida, crate	....	4 00
Cucumbers, box	....	4 50
Cucumbers, hamper	....	5 00
Carrots, new, bag	....	6 00
Turnips, new, bag	....	5 00

(Continued on page 56.)

FLOUR AND CEREALS

Flour In Dull, Quiet Market; Feeds Steady

Montreal.

FLOUR AND FEEDS.—Since the last decline the market for flour has been most uneventful. Buying has been neither markedly dull or over-active. The opportunity of the lower prices is taken advantage of where need for supplies exists, but the main demand still hesitates and hand-to-mouth buying continues. News from the North-West is that the acreage is about ten per cent. less than that last year, and that Saskatchewan crops have suffered more from the backward season than Alberta wheat seems to have suffered. There are pessimistic suggestions that frost may be feared at the critical stage of the growth owing to the lateness of the season. In the main, however, the prospect is reasonably good. That flour has already touched bed-rock, and may not go to much lower levels, or if it does go down, that it will not stay down for long, is an expression of opinion heard on the market. In present conditions there is little to guide even those in daily touch with the market, and wheat rules the flour market absolutely. Further declines in wheat will certainly affect flour. Winter wheat flour is in dull market still and with quotations unchanged. There is only hand-to-mouth buying in this at present. Feeds are in fair demand, but weaker market prevails owing to the advance of the season. There is still quite a call for shorts, considering the season, but bran is in less demand at present.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 50	13 70
Second patents	13 00	13 20
Strong bakers	12 80	13 00
Winter Wheat Flour—		
Fancy patents	13 75	14 00
90%, in wood	13 00	13 25
90%, in bags	6 25	6 40
Bran, per ton	32 00	34 00
Shorts	38 00	40 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 83	0 85

Cereals Show Some Package Changes

Montreal.

CEREALS.—While some variation in price exists as to rolled oats, and at one time last week rolled oats were sold as low as $4.10 per bag, the general trend of market is firmer, and the package goods have advanced again. "Quaker" have advanced to $4.80 for 20's with coupon, and $1.75 for 18's. Tillson's 20's with premium are $5 a case. Robin Hood are advancing to $4.80, and the smaller package will be $1.75 per case. A good demand exists for rolled oats at present. Some pearl barley at as low as $7.50 was on the market during the week, but this was considered low. Similarly with split peas, there being a few lots lower than quotations below, but regarded as exceptional. The wheat based cereals were quiescent with the flour market.

Barley, pearl, 98 lbs.	8 00	9 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 00	6 25
Cornmeal, yellow, 98 lbs.	5 25	6 00
Graham flour, 98 lbs.	....	6 50
Hominy, grits, 98 lbs.	6 50	7 50
Hominy, pearl, 98 lbs.	6 50	7 50
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	....	5 00
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 25	4 50
Whole wheat flour, 98 lbs.	....	6 50
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	....	6 75

Flour Market Was Uneventful

Toronto.

FLOUR.—Flour held in a steady position during the week, due to a similar position in the wheat market. There was very little variation in the latter market during the period since last issue, as the cash market at Winnipeg started at $2.41 per bushel on Wednesday of last week and closed on Tuesday of this week at $2.43. The October option showed a net increase slightly higher. At a recent conference of managers of milling concerns, with headquarters at Winnipeg, it was asserted that a flat rate for grain established by the Board of Canadian Grain Supervisors would necessitate a fixed price for flour. Locally the demand for flour is still light. Ontario winter wheat flour was down 20c to 30c per barrel during the week, being quoted from $12.30 to $13.30. Some millers of Ontario wheat flour are holding well to the price, which is but little under Manitoba first patents.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	$13 40	$13 60
Second patents	12 90	13 10
Strong bakers	12 70	12 90
Ontario Winter Wheat Flour—		
High patents	12.30- 13.30	12.10- 13.10
Second patents	11.90- 12.90	11.70- 12.70

Rolled Oats Quoted Down In Some Quarters

Toronto

CEREALS.—There was an easier tendency in the market for rolled oats during the week; in one instance at least quotations were being made at $4.25 per bag. Other quotations ranged $4.50 and $4.65. Demand for rolled oats is not quite as heavy as it has been during the winter months. With the approach of summer weather there is a disposition to curtail the consumption of this commodity. Demand for bulk cereals on the whole is showing a slackening tendency. Prices in other lines remained unchanged during the week.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	....	7 00
Corn flour, 98 lbs.	5 75	6 20
Cornmeal, yellow, 98 lbs.	5 10	5 50
Farina, 98 lbs.	6 85	7 25
Graham flour, 98 lbs.	6 65	7 00
Hominy grits, 98 lbs.	..	5 75
Hominy, pearl, 98 lbs.	....	5 75
Oatmeal, 98 lbs.	5 15	6 25
Rolled oats, 90-lb. bags	4 25	4 65
Rolled wheat, 100-lb. bbls.	7 00	7 15
Whole wheat flour, 98 lbs.	6 50	6 65
Wheatlets, 98 lbs.	6 85	7 25
Peas, yellow, split, 98 lbs.	10 20	11 00
Blue peas, lb.	0 10	0 12

Above prices give the range of quotations to the retail trade.

Bran Down 50c; Shorts Decline $2

Toronto.

MILLFEEDS.—A decline of 50c per ton was recorded in the price of bran during the week from the low level quotations and $2 per ton from the high level quotations. Shorts went down $2, and middlings were lower by a similar amount. Demand for bran is practically negligible for the local market, but there is a good demand for this commodity from the United States. About two weeks more and the shorts and middlings are expected to be in light requirement. Some Western mills are still having difficulty in getting shipments of the required amount of mill products they would like from the West. Railroads now require that they put 45,000 pounds in each car, as compared with 40,000 formerly. This is being done to conserve carrying space.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$32 00	$33 00
Shorts	38 00	40 00
Special middlings	42 00	44 00
Feed flour, per bag	.....	2.80-3.50

Market Declines On Rolled Oats And Feeds

Winnipeg.

FLOUR AND FEED. — The market last week on first patents dropped to $13. This was probably due to weakness in wheat on account of crop reports, which are very satisfactory, although there has been a lack of rain around Brandon and Souris. Flour business has been quiet. Rolled oats are now down to $3.50 for 80's, a drop of 25c. This is due to oats having eased off somewhat following the announcement of satisfactory crop reports. There is still considerable oats in farmers' hands which has yet to be marketed. Because of the above conditions, oatmeal also declined, quotations now being $4.75. Feeds.—The market has

eased off, the demand having dropped to some extent, especially bran, which is now quoted $28-$30, and shorts, $33-$35. Mixed chop has not undergone the same change; it is offered to-day at $50.

Flour—		
Best patents		13 00
Bakers		12 50
Clears		11 90
XXXX.		10 90
Cereals—		
Rolled oats, 80's		3 50
Rolled oats, pkgs., family size.		4 00
Cornmeal, 98's		5 00
Oatmeal, 98's		3 75
Feeds—		
Bran, per ton	28 00	30 00
Shorts, per ton	33 00	35 00
Mixed chop, ton		50 00

WEEKLY MARKET REPORTS

(Continued from page 54)

Cabbage, Cal., lb.		0 05
Lettuce, leaf, doz.		0 40
Imported mushrooms		1 00
Parsley, home grown		0 40
Peas, green, lb.		0 20
Tomatoes, Mississippi, case		2 00
Fruits—		
Oranges, Valencias	4 50	5 00
Lemons		6 00
Grape Fruit		6 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Strawberries, Hood Rivers, case 24 pints	5 00	5 25
Bananas, lb.		0 06
Pineapples, Cuba, case		5 00
Cherries, box	3 00	3 25
Watermelons, doz.		9 00
Canteloups, flats		4 00
Apricots, crate		3 25
Plums, crate		3 00
Peaches, crate		2 30

Poultry Inactive; No Spring Chickens Yet

Winnipeg.

FISH AND POULTRY.—There has been a decline in whitefish of one cent per pound, making to-day's quotation twelve cents. There appears to be a good supply of whitefish in Winnipeg now, Lake Winnipeg having been opened up June 1. Fresh salmon is down to 21c., and supplies are coming in a little more plentifully. Halibut is quoted at 15c, and it is doubtful whether it will be cheaper this week or not. Finnan haddie is being sold for 13½c. per lb. in 30-lb. lots. Smoked fillets are off the market. Nothing in the fish line seems to be very scarce. Poultry has not opened up yet, and this business will not show any activity until spring chickens arrive, which will not be for a week or two yet.

Whitefish		0 12
Salmon, frozen		0 15
Salmon, fresh		0 21
Halibut, fresh		0 15
Cod, black		0 06
Cod, Ling		0 05
Kippers, boxes		2 00
Bloaters, boxes		2 00
Lake trout		0 15
Pickerel		0 12
Mackerel, 20-lb. kits		3 00
Finnan haddie, lb.		0 13½
Salt herrings, bbl.		5 50
Salt herrings, 20-lb. pails		1 50
Smelts, extra		0 23
Brook trout, frozen		0 35
Sea herring		0 07½

HORSERADISH MUST BE REAL

The Food Inspector of Hamilton recently stated in court that dealers who sold horseradish compound in bottles that were marked horseradish or pure horseradish, were violating the Adulteration Act and were liable to a severe penalty. Complaints had been made that persons who had eaten horseradish mixed with white turnips or other vegetables, were sick as a result.

Silence is said to be golden, but not when a customer makes an inquiry regarding goods and the clerk is unable to answer it.

FOODS GOING TO WASTE IN BRITAIN

An expert advises that the people of Great Britain have 260 kinds of foods which Nature produces unassisted, that are going to waste; this includes wild birds, frogs, molluscs, and insects.

That's nothing — the Chinese serve birds' nest as the piece de resistance at their banquets of state, while strings of dried beetles are also highly relished. Snails, au gratin, are served here at the Poodle Dog Cafe; mussels, bordelaise, are very popular—Whale meat is an expensive delicacy at one of our large hotels, while terrapin continues to be the attraction at many a roysterous clam-bake.

ADVERTISING AND BUSINESS

Advertising News.

Advertising as an organizing force in business is beginning to be appreciated. The student of conditions—even the intelligent man who is also an observer—is beginning to understand what it means to business in general to have advertising persistently and intellitities, to spread it over its territory adequately and economically. Diffusion is regulated in two major ways: the creation and manipulation of demand, and a process of standardization of product. Both of these ways for control of diffusion and consumption are operated through advertising, and advertising methods. This idea may be visualized from the experience of any one who has been a consumer long enough to enable him to recall brands of goods he used ten, twenty, thirty years ago.

The nature, character, quality and form of commodities are being fixed by advertising—not by any arbitrary or obnoxious methods, but through gradually germinating in the minds of consumers subconscious tendencies toward advertised articles. Gradually, lines of advertised goods are gaining dominating positions in the market. Gradually, lines of unadvertised goods are disappearing.

For good or for evil, advertising is every year assuming a greater influence in the life of everybody. Even now there is scarcely an article in common use in any household that does not owe its quality, character, value, spread, utility — and price—to advertising, wholly or in part. The social, religious, political and co-operative phases of life are coming under the dominance of advertising.

Advertising cannot be escaped, cannot be avoided, cannot be hindered—it must be studied and guided and utilized.

The road to success through good advertising is open to the small business man as well as to the large business concern. There is no toll gate.

LAKE HERRING NOW CALLED "CISCO"

New England Grocer and Tradesman.

The lake herring will be known hereafter as the cisco. This is a government decree. The government officials state that while the name lake herring can be applied legally to any species of the genus Leucichthys, varieties of which are commonly called lake herring, bloater, cisco, long-jaw and other names, and are found in large quantities in the Great Lakes, it is not as desirable as the name cisco which the Indians gave these fish. The experts of the bureau of fisheries, of the department of commerce, in a recent communication stated that in the interests of exact terminology the name cisco is to be preferred. The name cisco is distinctive, while the name herring is applied to other fish very different from the so-called lake herring. The fish to which the name lake herring is applied are members of the same family as the salmon and trout, and are, therefore, more closely related to these fishes than to the herring family. The name herring suggests or indicates an inferior fish.

The government experts who are interested in the development of the fish industry are of the opinion that it would be to the advantage of both producer and consumer for the fish to become known under the distinctive name "cisco" rather than under the inappropriate and confusing name of lake herring.

TEN "AD." COMMANDMENTS.

The Grocers' Advocate.

1. All advertising should be clear. It ought to state just what your business is, and where it is, giving your precise address. 2. Advertising should be reckoned as a part of your business; it is as necessary as the sign over your door. 3. It should be regular and constant. People trade with the firm whose name is familiar to them. The newspaper ought to be your partner. 4. The newspaper going daily into the hands of the people is the best medium for advertising. 5. Advertising should be attractive. The most attractive thing you can put in is something that appeals to the self interest of the readers. 6. Be brief; don't try to crowd all the reading matter possible into the space you pay for, so as to get your money's worth. 7. Be human. Make your advertisements alive and warm as you can. Don't be tool cold and precise. 8. Tell the truth. When a customer comes into your store do a little better for them than you said you would in your announcement. 9. It is a duty of all honest concerns to advertise. That is the best way to crowd out fakers. 10. Advertising is necessary to all forms of business which appeal to the public. The newspaper is the street that runs through the minds of the community. Your name-plate ought to be on that street.

FOOD PRICES.

The Optimist.

It is a curious paradox of the present situation that although there is vastly more money in the country than at the outbreak of the war, most people feel poorer than before the war. Everything has gone up except incomes and salaries, and this is for the very elemental reason that the armies are devouring the wealth of the world. Forty million producers have become consumers.

The shoemakers of Lynn predict that shoes will double their present price. Why? Because the armies of Europe are using leather faster than leather is being produced. They must have shoes and we must bid against them for the diminishing supply of leather. There is more gold and paper money in the world every day, and there is less wealth. The dollar shrinks in purchasing power while it is in one's pocket.

Legislation can be of little or no help in our present position. There are reasons, economic and political, why embargoes on exports would be clumsy tools to employ. Much is heard of governmental action looking to the lessening of the evils of food speculation, cold storage and antiquated methods of distribution. These three alleged evils are merely cartoonist material, they are popular bugaboos set up by the newspapers for the purpose of knocking down, or used as scapegoats by politicians who are dodging the public wrath.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, 26 June.—Wholesale business generally last week was good but this week there has been a very noticeable slackening up due, some say, to the inevitable approach of the end of the month, and others to the reports from Ottawa that the food controller, long a mysterious bugaboo, is going to materialize into a something to be reckoned with. Flour continues to ease up. Sugar shows no change. The strike is still on at the B.C. Sugar Refinery, but the refinery is working. A steamer with raw sugar is due this week and unloading of it is likely to precipitate trouble. Rice is easier, but offerings are not of first grade quality. The old potato market is firm and good potatoes are scarce. The new potato market has been running amuck and any old marble with a skin on it was commanding from $11. to $12. a sack a few days ago. Now it is down to $5. to $6. and nobody rushing much after them now that the excitement is past. Butter, eggs and cheese are easier. Strawberries are coming in freely and if sugar remains stable a good preserving season is looked for.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	....	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	....	14 10
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	....	....
Rice, Siam, No. 1	....	135 00
Do., Siam, No. 2	....	115 00
Beans, Japanese, per lb.	....	....
Potatoes, per ton	90 00	100 00
Lard, pure, in 400-lb. tierces, lb.	....	0 26½
Butter, fresh made creamery, lb.	....	0 44
Eggs, new-laid, in cartons doz.	....	0 41
Cheese, new, large, per lb.	....	0 25½

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, June 26.—The only changes in flour is a forty cent drop in Ontario which is now $13.65. Sugar also off with fifteen cent decline. Standard $8.25 to $8.30, No. 1 yellow, $7.75 to $7.80, bright yellow is off the market. Another advance brings molasses to the unheard of price of seventy cents. As advance in freights only amount to 5c a gallon transportation cannot be blamed entirely. Cheese is easier, at 22½ to 23 cents. Eggs are lower, new laid 38c, case 35 to 36c; breakfast bacon 33 to 35 cents, roll bacon is practically out. Cream of tartar to 53 to 56 cents. Prunes are up 14 to 14½c. Messina lemons $6.50 to $7.00; California oranges $5.00 to $5.50 and Bermuda onions lower at $2.50 to $3.00.

Flour, No. 1 patents, bbls., Man.	....	14 80
Ontario	....	13 65
Cornmeal, gran., bbls.	....	11 00
Cornmeal, ordinary, bags	....	3 50
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bbl.	....	10 00
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	7 50	8 00
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 25	8 30
No. 1 yellow	7 75	7 80
Paris lumps	9 50	10 00
Cheese, N.B., twins	0 22½	0 23
Eggs, new-laid	....	0 38
Eggs, case	0 35	0 36
Breakfast bacon	0 33	0 35
Butter, dairy, per lb.	0 37	0 38
Lard, pure, lb.	0 29½	0 29¾
Lard, compound	....	0 22¾
American clear pork	52 00	55 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case.	....	4 70
Corn, 2s, standard case	....	3 60
Peas, 2s, standard case	....	2 80
Apples, gals., N.B., doz.	....	3 50
Strawberries, 2s, Ont., case.	....	5 00
Raspberries, 2s, Ont., case	....	5 40
Peaches, 2s, Ontario, case.	....	4 30
Salmon, red spring, talls, case.	10 00	10 50
Salmon, pink, talls, case.	6 50	7 00
Salmon, Cohoes, case	9 50	9 75
Salmon, Chums	5 75	6 00
Sardines, domestic, case	....	6 00
Cream tartar	0 53	0 56
Currants, lb.	0 20	0 21
Raisins, choice, lb.	....	0 12¼
Raisins, fancy, lb.	....	0 12½
Raisins, seedless, lb.	....	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	....	0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Apples, Oregn, box	4 00	4 25
Lemons, Messina, box	6 50	7 00
Lemons, Cal., box	....	5 50
Oranges, Cal., box	5 00	5 50
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	....	6 00
Onions, Bermudas, 50-lb. crate.	2 50	3 00
Tomatoes, Florida, 30-lb. crate	4 00	4 50
Cucumbers, doz.	....	1 50

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, June 26.—Ontario large cheese has dropped to from twenty-five to twenty-six cents. Creamery butter is weak and a drop seems likely; dairy butter plentiful. Rolled oats, eighties, are three seventy-five; quarter oats in tubes advanced seventy-five cents a case. Mostly all cereals in packages show advances. Domestic sardines are now six forty a case; Acadia codfish advanced fifteen cents a case; sago and tapioca offered at eleven to twelve and a half cents; small white beans twelve and a half to fifteen, in some case quantities are being limited by jobbers. British Columbia strawberries are arriving in fine condition; a crate of twenty-four boxes is three seventy-five.

CALGARY:

Beans, small white, Japan, lb.	0 12½	0 15
Flour, No. 1 patents, 98s, per bbl.	....	13 30
Molasses, extra fancy, gal.	....	0 82
Rolled oats, 80s	....	3 75
Rice, Siam, cwt.	5 15	5 35
Sago and Tapioca, lb.	0 10	0 12½
Sugar, pure cane, granulated, cwt.	....	9 55
Cheese, No. 1 Ontario, large.	0 25	0 26
Butter, creamery, lb.	....	0 40
Lard, pure, 3s, per case.	....	16 80
Eggs, new-laid, case	9 50	10 50
Tomatoes, 2½s, standard case.	4 50	4 80
Corn, 3s, standard case	3 70	4 00
Peas, 2s, standard case	....	2 95
Apples, gals., Ontario, case.	....	2 50
Strawberries, 2s, Ontario, case.	5 25	5 60
Raspberries, 2s, Ontario, case.	5 40	5 85
Peaches, 2s, Ontario, case	....	4 40
Salmon, pink, tall, case.	....	7 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, June 26.—Trade conditions are reported good and business brisk in all parts of the province. Crops are making very satisfactory progress following copious rains in most districts. Regina markets are remarkable this week in that all changes of any importance show declines, breaking the monotony of the upward trend which has been in vogue since the outbreak of the war with but few exceptions. Flour which was $13.70 has declined to $13.40 per barrel; beans have dropped to $7.15 per bushel; cheese is lower at 24¼c; butter has dropped to forty cents and eggs are lower at thirty.

REGINA

Beans, small white Japan, bu.	....	7 15
Beans, Lima, per lb.	....	0 20
Flour, No. 1 patents, 98s, per bbl.	....	13 40
Molasses, extra fancy, gal.	....	0 71
Rolled oats, bails	....	4 25
Rice, Siam, cwt.	....	5 85
Sago and tapioca, lb.	....	0 11¼
Bacon, smoked backs, lb.	....	0 30½
Bacon, smoked, sides, lb.	....	0 30
Sugar, pure cane, gran., cwt.	....	9 24
Cheese, No. 1 Ontario, large.	....	0 24¼
Butter, creamery, lb.	....	0 40
Lard, pure, 3s, per case.	....	16 50
Bacon, smoked sides, lb.	....	0 32
Bacon, smoked backs, lb.	....	0 30
Eggs, new-laid	....	0 30
Pineapples, case	4 75	5 15
Tomatoes, 3s, standard case.	....	4 65
Corn, 2s, standard, case.	....	3 75
Peas, 2s, standard, case.	....	2 95
Apples, gals., Ontario	....	2 35
Strawberries, 2s, Ont., case.	....	5 15
Raspberries, 2s, Ont., case.	....	5 45
Peaches, 2s, Ontario, case.	....	3 75
Salmon, finest sockeye, tall, case.	....	13 50
Salmon, pink, tall, case.	....	7 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

PRODUCE AND PROVISIONS

Hogs Higher, But Meats Unchanged

Montreal.

PROVISIONS. — While there have been since last report, no noticeable changes in the prices of the meats, prices for live hogs have gone a little firmer this week. From $16.25 to $16.40 per hundred pounds were the quotations for live hogs. Dressed hogs were quoted at $23.00 to $23.50. These latter quotations also indicate a firmer trend. The market for the meat products is, however, rather unsettled at present, and may not respond to the present firmer trend in live and dressed hogs as prices quoted are based on higher priced animals. A good deal of demand exists, but the deliveries of hogs have been unsatisfactory.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots	0 24	0 25
Long clear bacon, small lots	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	....	0 43
Hams, roast, per lb.	....	0 47
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 27½
Tubs, 60 lbs.	....	0 27¾
Pails	....	0 28
Bricks, 1 lb., per lb.	....	0 29
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	0 23
Tubs, 50 lbs.	0 23	0 23¼
Pails, 20 lbs., per lb.	0 23¾	0 24
Bricks, 1 lb., per lb.	0 24	0 24¼

Poultry Both Live And Storage, In Demand

Montreal.

POULTRY.—Considerable quantities of live poultry are being marketed now, principally fowls, broilers, and ducklings. These are generally being sold to Jews, and so far the supplies offered have met with a ready sale. Enquiry for storage poultry is better, and it is evidently expected that stocks of storage poultry will be all used up as prices are reasonable, and this product which is always an appetising food, is cheap as compared to other meat products at the present time.

Poultry—	Dressed	Live
Old fowls	0 20	0 22
Chickens, milk-fed, crate, fattened lb.	0 30	0 25
Old roosters	0 20	0 17
Roasting chickens	....	0 25
Young ducks	....	.. 25
Turkeys (old toms), lb.	0 32	0 25

Egg Market Is Amply Supplied

Montreal.

EGGS.—The egg market continues to sag. Prices in the country to stores are anywhere from 27 to 28 cents per doz. These lower prices are due to continued heavy production, lack of export demand, and lower markets in New York and Chicago. A number of dealers have ceased storing eggs as it is inadvisable to store hot weather eggs, and as storage space in Montreal is pretty well filled up. Quite a number of cars of eggs have been offered from the West, and some sales have been put through at 26 and 27 cents a dozen "loss off." With continued production as at present the outlook is for still lower eggs. Receipts in Montreal for week ending June 23 were 13,346 cases as compared with 13,353 for the previous week, and 16,626 for the corresponding period last year.

Eggs—		
New laid, specials	....	0 40
Selects	0 36	0 37
No. 1's	0 34	0 35
No. 2's	0 32	0 33

Butter Market Is Sagging A Little

Montreal.

BUTTER.—There is a weaker tendency to butter at present. While prices at St. Hyacinthe remained steady, Cowansville showed a decline of half a cent and a shade more. Prices there were 35½, to 35⅝, and at St. Hyacinthe 34½c was the market price. It is probable that with production increasing prices may sag still further, but there is a qualifying possibility that farmers may divert their production towards cheese rather than butter as butter prices are low in relation to present ruling cheese prices in the country. Receipts of butter in Montreal for the week ending June 23 were 23,332 packages an increase of 6,448 pkgs. over the receipts last week, and 471 pkgs. more than receipts of the corresponding week last year. A shortage of dairy butter is reported in some directions.

Butter—		
Creamery prints (fresh made)	0 37	0 37½
Creamery solids (fresh made)	0 36½	0 37
Dairy prints, choice, lb.	0 33	0 35
Dairy, in tubs (choice)	0 30	0 32
Bakers	0 28	0 29

Cheese Market Is Steady And Settling

Montreal.

CHEESE.—Since the matter of cheese prices was settled by the commission, and farmers are getting at least 21 cents a pound for their product, conditions in this direction have been very uneventful. The price is considered good, and though here and there may be differences of opinion, the situation is in the main steady and satisfactory. Exporters are buying freely though the outlook for ship-space is none too rosy. Some slight advances over the 21 cents figure have been found in the country 21 5-16ths and 21¼ cents being paid at certain points. Receipts of cheese in Montreal for the week ending June 23 were 85,798 boxes, an increase of 1,285 boxes over the preceding week, and a decrease of 9,705 boxes as compared with the corresponding period last year. Prices to retailers are unaltered this week.

Cheese—		
Large (new), per lb.	0 23	0 23½
New twins, per lb.	0 23	0 23½
Triplets, per lb.	....	0 23½
Stilton, per lb.	....	0 25
Fancy, old cheese, per lb.	....	0 30

Clover Crop Suffered; Honey May Be Less

Montreal.

HONEY AND MAPLE.—Reports of the Dominion Apiarist as to the prospective production of honey this season indicate a late season up to the present. The clover crop seems to have suffered seriously from frost, in some districts being all but killed out. Nevertheless there is believed to be enough bloom for the bees to gather a good harvest of honey, and owing to the increasing demand for honey a heavy crop of both clover and buckwheat honey is hoped for. Maple products are in steadily firm market at present with every indication of demand in excess of supply, but there may be more production thas was at first indicated.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	....	0 13
Clover, 5-10 lb. tins, per lb.	....	0 15½
Clover, 60-lb. tins	....	0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 15	0 16

Live Hogs Up: Lard Down ½c

Toronto

PROVISIONS.—Due to the slackening demand for lard and all fats with the approach of the summer months there has been a decline in pure lard during the week of ½c per pound. Commission men are of the opinion that the market will not go very much lower; in fact, do not look for it to go any lower. Compound lard held steady in price during the week,

Your Customers May Have the Wrong Idea



about the cost of Homemade Preserves. The fact is, the sugar, needed for a quart jar of preserves, costs only 1½c more to-day than it did before the war.

Tell your customers so! Show them the money-saving economy of putting up an abundance of Berries and Fruits for next winter.

There's a good profit for you in Jars, Jelly Glasses, Rubber Rings and Fruit of all kinds. And an excellent profit in Lantic Sugar, when you sell it in 10, 20 and 100-Pound Sacks and 2 and 5-Pound Cartons. Original packages prevent waste—save wrapping paper and twine—and save the clerk's time in weighing and wrapping.

ATLANTIC SUGAR REFINERIES, LIMITED

Power Building, Montreal

Mutual Purchasing Company, Limited

Purchasing Agents and Importers

Groceries and Green Fruits — **Buying Agents for the Undermentioned Wholesale Grocery and Fruit Houses**

WHOLESALE GROCERY HOUSES

Alexander Grocery Co., Ltd.....Camrose, Alta.
Brandon Grocery Co., Ltd.....Brandon, Man.
Camrose Grocery Co., Ltd.....Camrose, Alta.
Crown Grocery Co., Ltd.....North Battleford, Sask.
MacLean Grocery Co., Ltd.....Regina, Sask.
Medicine Hat Grocery Co., Ltd..Medicine Hat, Alta.
Moose Grocery Co., Ltd. .....Moose Jaw, Sask.
Red Deer Grocery Co., Ltd. .....Red Deer, Alta.
Simington Co., Ltd. .....Calgary, Alta.
Swift Current Grocery Co., Ltd..Swift Current, Sask.
Weyburn Grocery Co., Ltd.....Weyburn, Sask.
Yorkton Grocery Co., Ltd. .....Yorkton, Sask.

WHOLESALE FRUIT HOUSES

Acme Fruit Co., Ltd. .....Calgary, Alta.
Bright Emery Co., Ltd. ..... Winnipeg, Man.
Canadian Fruit Co., Ltd. .....Moose Jaw, Sask.
Early Fruit Co., Ltd.....Saskatoon, Sask.
Kerrobert Merc. Co., Ltd.....Kerrobert, Sask.
Lethbridge Merc. Co., Ltd.....Lethbridge, Alta.
Northern Fruit Co., Ltd.....Saskatoon, Sask.
Pioneer Fruit Co., Ltd.....Brandon, Man.
Portage Fruit Co., Ltd. .....Portage, Man.
Prince Albert Fruit Co., Ltd.....Prince Albert, Sask.
Rex Fruit Co., Ltd.....Moose Jaw, Sask.
Rogers Fruit Co., Ltd.....Winnipeg, Man.
Royal Fruit Co., Ltd.....Edmonton, Alta.
Sterling Fruit Co., Ltd.....Winnipeg, Man.
Stockton Mallinson Co., Ltd.....Regina, Sask.
Walker Fruit Co., Ltd.....Weyburn, Sask.
Lloyd Fruit Co., Ltd.....Regina, Sask.
Mitchell Fruit Co., Ltd.....Calgary, Alta.
Brown Fruit Co., Ltd.....Edmonton, Alta.

We Invite Correspondence from **Manufacturers and Shippers**

Mutual Purchasing Company, Limited 401 ROSS AVENUE WINNIPEG, MANITOBA

E. NICHOLSON, General Manager

If any advertisement interests you, tear it out now and place with letters to be answered.

due in large measure to the firm position on cottonseed oil. Live hogs were scarcer during the week and prices went up 75c per hundred. Farmers appear to be holding their hogs; packers are in need of them, and with this condition higher prices were inevitable. In the Chicago market the opinion is expressed that July will see still higher prices for hogs. Meats showed an easier tendency in some quarters during the week, although conditions in the hog market did not warrant it. Demand for cooked meats is light, and this is having its effect on prices. There is a better inquiry for hams, however. Live hogs, fed and watered, are quoted on the basis of $15.75 per hundred and off cars 25c higher.

Hams—		
Medium, per lb.	0 29½	0 31
Large, per lb.	0 25	0 28
Backs—		
Plain	0 31	0 37
Boneless, per lb.	0 39	0 40
Bacon—		
Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 25	0 27½
Wiltshire (smoked), per lb.	0 30	0 31
Dry Salt Meats—		
Long clear bacon	0 25	0 27
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 38	0 42
Hams, roast, per lb.	0 40	0 42
Shoulders, roast, per lb.	0 37	0 39
Barrel Pork—		
Mess pork, 200 lbs.	46 00	47 00
Short cut backs, bbl., 200 lbs.	48 50	49 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26	0 26½
Compound tierces, 400 lbs., lb.	0 21¾	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	23 00	25 00
Live, off cars	....	16 00
Live, fed and watered	....	15 75
Live, f.o.b.	....	14 85

Receipts of Butter Heavy: Prices Down

Toronto

BUTTER.—Receipts of butter during the week were heavy and prices were accordingly lower by 2c per pound, making the price of fresh made creamery 38c to 39c per pound. With favorable conditions for heavy production in the shape of abundant grass, commission men are of the opinion that prices will go still lower. Demand is fairly good locally, but the prospect for an export demand is not encouraging in the least. Stocks are reported to be accumulating. During the first part of the week butter in the Montreal market dropped 2½c per pound and local commission men were at a loss to understand the rapid movement at this distance.

Creamery prints, fresh made	0 38	0 39
Creamery solids	0 37	0 38
Dairy prints, choice, lb.	0 34	0 35
Dairy prints, lb.	0 28	0 30

Eggs May Be Near Low Level for Season

Toronto

EGGS.—Commission men are of the opinion that the zenith of egg production in Ontario has been reached, and that consequently the low point for the time being has been struck. There is still a lot of eggs reaching this market, and consumption demand is somewhat light. At the first of the season it looked as though production would not be up to normal years, but with the good work of the producers during the past month this prospect has been changed, and things are entirely normal. There was a tendency to slightly easier prices from the high quotations of last week, as ex-cartons in finest grades were quoted at 36c, as compared with 36c last week. During the week there was a falling off in deliveries noted. Considerable quantities of eggs are going into storage; more, in fact, than last year, according to one authority on the matter.

Eggs—		
New laid, cartons	0 38	0 39
New laid, ex-cartons	0 35	0 36

Heaviest Producing Season for Cheese Near

Toronto

CHEESE.—The opinion is expressed that the heaviest producing period for cheese is approaching, and that it will be reached in about two weeks' time. Conditions are very favorable to heavy production, with the abundance of grass feed for the cows. Locally there is not very much stir in the market, as things have settled down to a rhythmic movement now that the Government has established the buying price of 21¾c per pound. At the factories in Ontario prices at which cheese were sold did not leave very much margin for the commission man, as the buying figure was in the neighborhood of 21¼c for the most part. Locally prices ruled uniformrly steady. New Stilton are selling from 24c to 25c per pound. Old cheese is a very scarce commodity.

Cheese—		
New, large	0 22	0 23
Old large	0 30	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 24	0 25

Roosters and Hens Down 2c Per Pound

Toronto

POULTRY.—With arrivals of hens and roosters fairly heavy during the week, and with demand rather light, there was an easier tone to the market, prices that commission men were being down 2c per pound. Live roosters are quoted from 14c to 16c, live hens from 18c to 20c, and fresh dressed hens from 20c to 22c. Gobblers continue to come along in fairly large quantities, but the demand is very light from consumers. Spring chickens are not in good demand this year, as people seem to shy from this class of meat. Prices were down considerably during the week. Frozen poultry is moving fairly free.

Roosters, live, per lb.	0 14	0 16
Hens, live, per lb.	0 18	0 20
Hens, fresh, dressed, per lb.	0 20	0 22
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 25
Do., dressed, 2 lbs. and over	0 25	0 30

Prices are those paid at Toronto by commission men.

New Honey Crop Is Now in Offing

Toronto

HONEY, MAPLE SYRUP.—With the coming of the clover season the possibility of new crop honey is now coming to be considered. As to the prospects for a good yield the time is a little early yet to judge. With abundant rains, however, conditions have been favorable to a good growth of clover, the main reliance of the honey-gatherers. There is practically no old honey in the market, with the exception of some comb. In some instances there is a small quantity of honey in tins. Maple syrup is in light demand, and stocks are low, with prices unchanged.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	....	1 25
Gallons, Imperial	....	1 75

Hog Markets Are Now Firmer

Winnipeg.

PRODUCE AND PROVISIONS.—The run of hogs has dropped off somewhat over last week, and with firmer markets prevailing in Eastern Canada, and with continued strengthening of the American markets with the better export situation, our markets have advanced from $14.25 to $15. This advance was registered in one day. Packers are looking for comparatively light runs for the balance of the summer, and consequently are anticipating a steady market around present levels. Provision prices are not changed. The trade has been more or less inactive in provisions, which is usually the case during the month of June. With comparatively cool weather, the usual demand for cooked and jellied meats has been below normal. LARD.—There is no changed here and stocks are reported as being well cleaned up. Eggs.—Receipts are small, and the quality has depreciated, and with lack of buying orders, both local and outside sources, values have receded to 28c. Butter.—Packers say that the butter market in Winnipeg has been too high in relation to outside markets, and with the better pasture situation resulting in increased receipts in milk and cream. The market is demoralized due to light export demand and accumulation of stocks and prices have dropped to 34c. Dairy butter prices have acted in sympathy with the cream situation.

Hams—		
Light, lb.	0 30	....
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 33	0 36
Backs, regular	....	0 32
Backs, select per lb.	....	0 34
Dry Salt Meats—		
Long clear bacon, light	0 25	....
Backs	0 26	....
Barrelled Pork—		
Mess pork, bbl.	....	45 00
Lard, Pure—		
Tierces	....	0 27
20s	....	5 70
Cases, 5s	....	16 72
Cases, 3s	....	16 80
Lard, Compound—		
Tierces	....	0 21½
Tubs, 50s, net	....	10 78
Pails, 20s, net	....	4 50
Fresh Eggs—		
New laids	....	0 31
Dairy	....	0 30
Cheese—		
Ontario, large fresh	....	0 26
Manitoba, large, fresh	....	0 24
Butter—		
Fresh made creamery, No. 1 cartons	....	0 34



O-Cedar Polish

In Confederation Days Cleaning and Polishing were indeed arduous labors

Fifty years ago when our grandmothers set about brightening up the home—it involved laborious rubbing and scrubbing; very often the results were more disappointing than satisfactory.

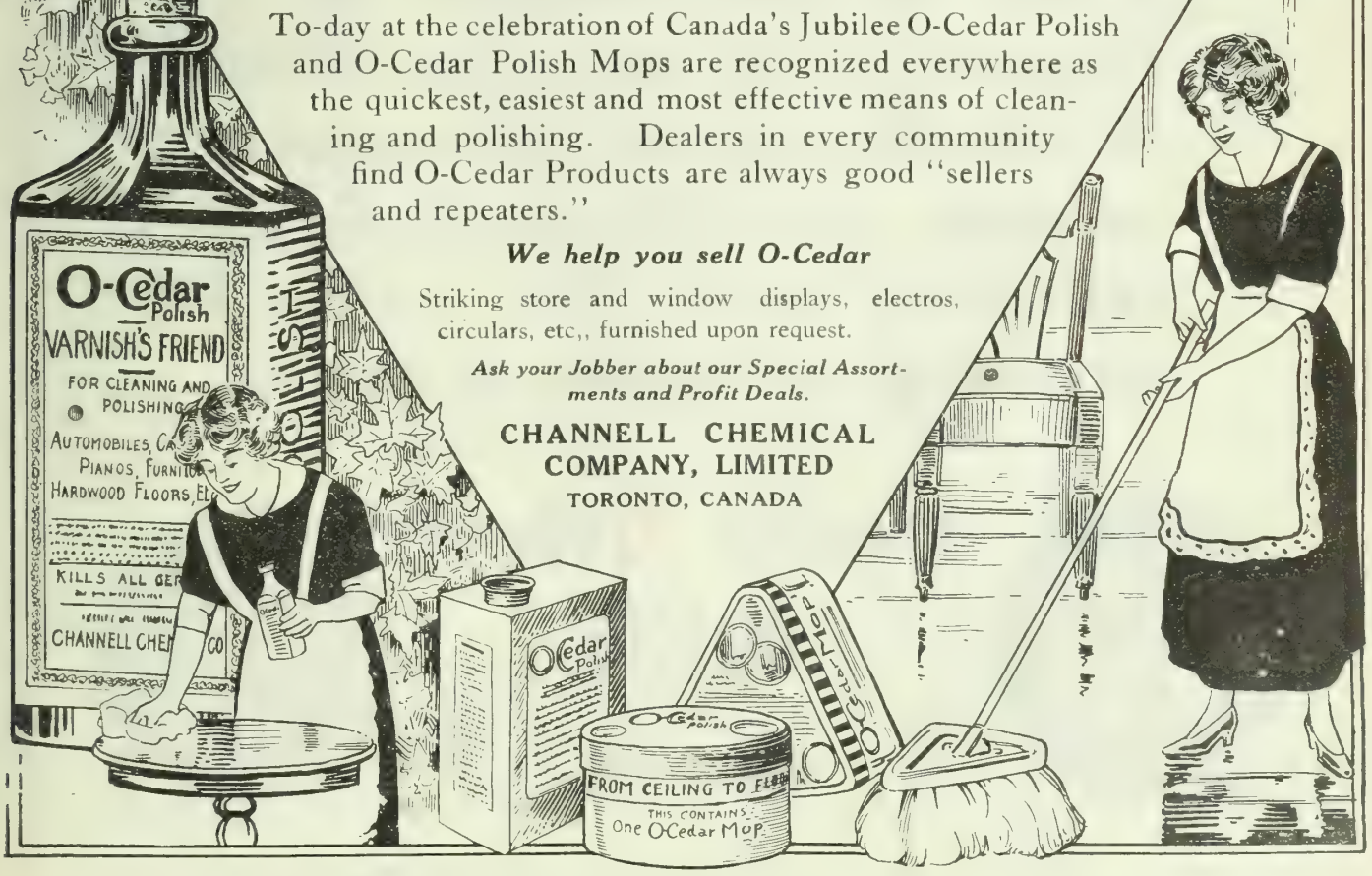
To-day at the celebration of Canada's Jubilee O-Cedar Polish and O-Cedar Polish Mops are recognized everywhere as the quickest, easiest and most effective means of cleaning and polishing. Dealers in every community find O-Cedar Products are always good "sellers and repeaters."

We help you sell O-Cedar

Striking store and window displays, electros, circulars, etc,, furnished upon request.

Ask your Jobber about our Special Assortments and Profit Deals.

CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO, CANADA



1839



1917

Seventy Eight Years Of Steady Progress

In this, the fiftieth anniversary of our Dominion, we claim our modest share of the marvellous economic achievements of our country during that eventful period of national unity, and we hope to maintain unswervingly the ascendency of our Firm.



Hudon Hebert & Cie
Limited
MONTREAL

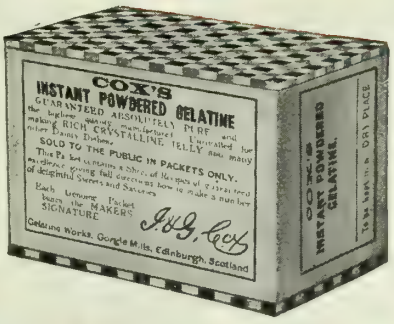


If any advertisement interests you, tear it out now and place with letters to be answered.

DOMINION CANNERS LIMITED HAMILTON, CANADA

THE EVIDENCE of QUALITY

DIAMOND



T&B TRADE MARK



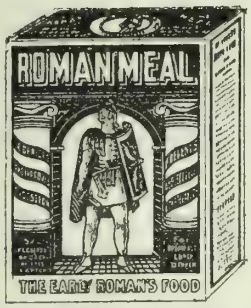
THE E.B. EDDY COMPANY LIMITED FOUNDED 1851 HULL CANADA

We stand back of these trade marks on the Western Market

Our facilities for handling and storage are the very best and we spare no effort to give proper representation to the lines we handle.

A wide-spread chain of up-to-date branch houses and an army of well-trained, keen salesmen enable us to guarantee the best possible results.

Write us if you are looking for representation in the West.







TEES & PERSSE LIMITED

ESTABLISHED 1884

MANUFACTURERS' AGENTS AND WAREHOUSEMEN

WINNIPEG

PORT ARTHUR FORT WILLIAM MOOSE JAW REGINA SASKATOON CALGARY EDMONTON









If any advertisement interests you, tear it out now and place with letters to be answered.

CONSCRIPTION

Conscription of men for the war will soon take away from stores all over Canada HUNDREDS OF CLERKS. These experienced salesmen will have to be replaced with new clerks who will need a great deal of training on salesmanship and store practice.

Let CANADIAN GROCER *post them*

As a subscriber to Canadian Grocer you know how useful it is in giving information on salesmanship, store methods, window trimming, interior display, show-card writing, markets, etc. Let the new clerks you will have to take on to replace those experienced clerks who will be taken away by Conscription have a chance to read Canadian Grocer every month. You will benefit greatly by the increased efficiency it will help them to acquire.

PRESENT EACH of YOUR CLERKS with a year's subscription to Canadian Grocer and the practical information they will get from reading it regularly will soon show in the better work they will do. You will benefit as well as they.

The price for each subscription is only $3.00 per year—less than 6c per week. Send in the coupon below and we will send you bill later.

CANADIAN GROCER,
143-153 University Ave., Toronto, Ont.

Send Canadian Grocer for one year to:—

1. Clerk's name ..... Address.....

2. Clerk's name ..... Address.....

And send bill for these subscriptions to:—

Name .....

Address .....

We Insist

that the best food on the market today is

RICE

Mount Royal Milling & Manufacturing Co.

D. W. ROSS CO., Agents, Montreal.

There is no need to stock two or three kinds of Laundry Blue.

OCEAN BLUE

will more than satisfy the requirements of every customer and the price suits every purse.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street West, Vancouver, B.C.

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont.

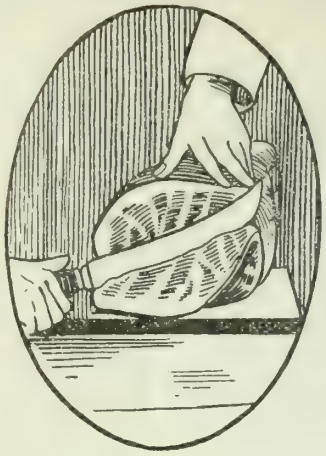
Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co.
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

If any advertisement interests you, tear it out now and place with letters to be answered.

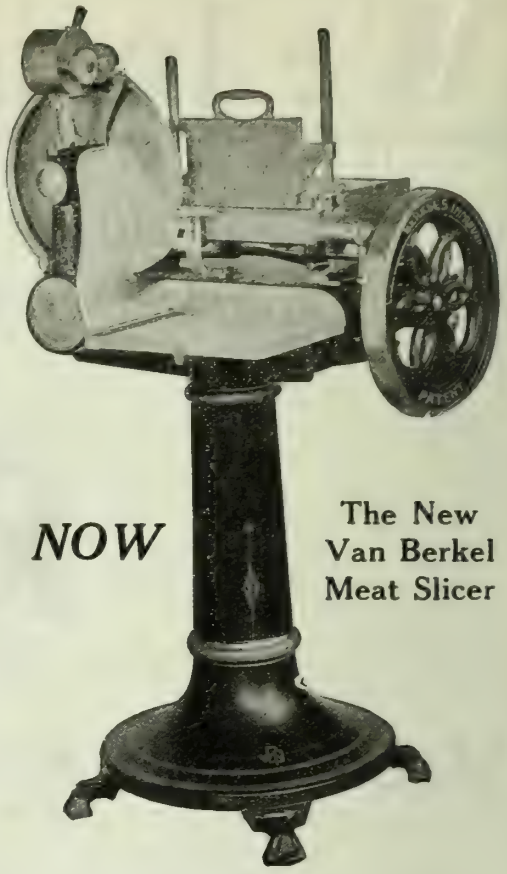


—50 Years Ago

the process of meat cutting in the grocery store was a slow, time and money-wasting work. Customers were dissatisfied more often than not and the meat department was regarded by many dealers as anything but a source of profit.

Up-to-date grocers to-day use the *NEW VAN BERKEL SLICER*, thus guaranteeing to themselves quick customer-satisfying meat sales and good profits. You cannot serve the public to-day with methods used 50 years ago and compete with the merchant using a Van Berkel.

Learn how to sell bacon and cooked meats at a bigger profit. Our salesman will show you.



NOW The New Van Berkel Meat Slicer

The Hobart Manufacturing Co.

149 Church St., Toronto

A Salesman Always on the Job

IT is the constant dropping that wears the stone away. It is the constant knocking at the door of attention and favor that in the end gives you ready access to the good-will of buyers of your merchandise.

You can keep up a constant knocking—a bid for attention, a reminder of yourself, a spokesman of your message—this by using regularly

The FARMER'S MAGAZINE

No man whose customers and should-be customers are farmers should be absent from their attention. Their will and purpose to buy may mature at any time. The salesman on the spot stands the best chance to get the order.

All this you know, but—do you live up to the behest of your knowledge?

Let us tell you more about The Farmer's Magazine in a special letter.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited

143-153 University Avenue, Toronto, Ontario

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by

Walter Baker & Co., Limited

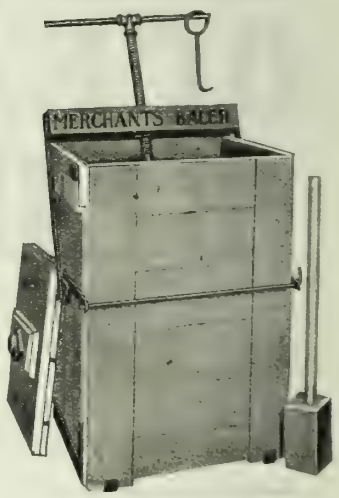
Established 1780

Montreal, Can. Dorchester, Mass.

A want ad. in this paper will bring replies from all parts of Canada.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Order a couple dozen bottles of Royal Salad Dressing and Royal Mayonnaise



Prove beyond doubt that these two favorites are unusually worth concentrating on for quick profitable "come back" sales.

Royal Salad Dressing and Royal Mayonnaise have a quality that appeals to particular people. And every sale leaves the dealer a handsome margin of profit and wins for him increased customer confidence.

Send that trial order to-day.

Horton-Cato Mfg. Co.

WINDSOR, ONTARIO

A Real Food at Low Cost

Shredded Wheat is a real food that satisfies and nourishes, because it is whole wheat presented in an appetizing and digestible form.



Shredded Wheat

The universal food, will sell more rapidly than ever, from now on, because of the high cost of meat, eggs, potatoes and many other articles of diet. Our advertising this year calls the consumer's attention to the low cost and economy of Shredded Wheat.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"MADE IN CANADA"

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ontario

Toronto Office; 49 Wellington St., East 909.

No Advance Yet in the Price of

G Washington's REFINED Coffee

Here is something that will interest you!

Three family size cans of G. Washington's Refined Coffee gives you a profit of 75c, and makes 240 to 300 cups of delicious coffee. If your profit on tea is 20c per pound, you must sell 3½ pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee for home and for overseas use.

CANADIAN SALES AGENTS:

Mr. Edmund Littler, 169 William St., Montreal.
Mr. W. G. Kyle, 261 Stanley St., Winnipeg.
Mr. E. J. Roberts, 215 Tenth Ave. W., Calgary.
Mr. T. J. Johnson, 842 Cambie Street, Vancouver.
Mr. W. G. Varty, 29 Melinda Street, Toronto.

Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED

HALIFAX, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:

Note the name and the package.

You will stock this line some time. Why not now?

Manufactured by
THE B & L MFG., CO. Ltd. - SHERBROOKE.



The World's Best

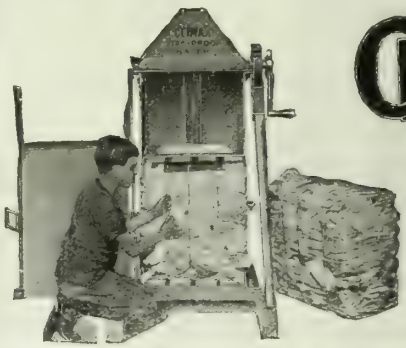
Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem, than

Windsor Table Salt
Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED

PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

"Turn Waste Paper, Cardboard, etc., into money."

Write us to-day.

Climax Baler Co.
Hamilton, Ont.

Hundreds are now making their own genuine but strictly Temperance Lager Beer at home with

Hop Malt Beer Extract

Big Sale—Good Profit—Repeat Orders.

Agents wanted everywhere. No license necessary. Get the sole agency for your locality. Particulars and terms on request. Write at once

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

W. G. Patrick & Co., Ltd., Toronto, Montreal. Etc.
R. B. Seeton & Co., Halifax, N.S.

H.P. SAUCE



FOUR WINNERS

MALCOLM'S BRANDS are known from Coast to Coast for their PURITY and CONVENIENCE.

Remember the brands of Quality—***St. George, Princess*** and ***Banner***—when you are buying and selling condensed or evaporated milk or coffee.

Regular Displays will pay you.

THE MALCOLM CONDENSING CO., LIMITED
ST. GEORGE, ONTARIO

FINEST CRYSTAL GELATINES
Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Imperial Rice Milling Co., Ltd.
VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

If any advertisement interests you, tear it out now and place with letters to be answered.

ROLLED BACON

Sugar Cured, Boneless, nice fresh goods and low in price.

Let us have a sample order from you.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Let it prove our claims



Get a trial supply of that most delightful summer beverage

BARNES GRAPE JUICE

and prove to your own satisfaction what a dandy seller it is.

Summer will see the demand increasing. Will you be one of those to profit thereby?

The Ontario Grape Growing and Wine Mfg. Co.
ST. CATHARINES, ONT.

QUTOATIONS FOR PROPRRIETARY ATICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER
ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER
WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.
JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.
ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.	
2-lb. tins, 2 doz. case	$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, ½ doz. in case	4.40
20-lb. tins, ¼ doz. in case	4.25
Perfect seal glass jars in the case	3.40
Delivered in Winnipeg in carload lots.	

BAKED BEANS WITH PORK.
Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz.; 3's, Plain, Tall, $2.75 doz.; 3's, Tomato Sauce, $3.20 doz.; 3's, Chili Sauce, $3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $10.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS
WHITE SWAN

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs	$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE
THE COWAN CO., LTD.
COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	.36

Canadian-made.
British materials.

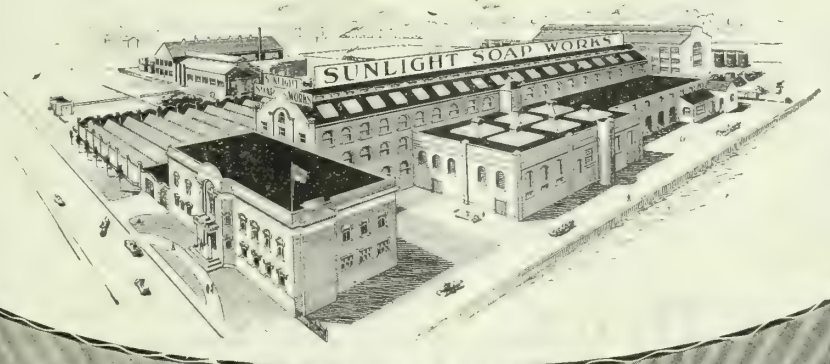
Keep your money
in the Empire



Five Winners

They linger on no man's shelves. They are in keen demand all the time, everywhere. There's the ceaseless surge of big Canada-wide publicity behind them—there's the leadership that high quality and purity gives them—they are the "Big Five", the complete line. You are safe in stocking them at any and all times.

Largest Soap Works in Canada



This Plant Covers Over 5 acres

LEVER BROTHERS LIMITED TORONTO

Get out those slow moving lines right now

Have your jobber stock you up with a good supply of

Brunswick Brand Sea Foods

the quick-moving, "come back" lines that never become dust collectors.



The extreme care we exercise in selecting and processing only the very choicest fish has made Brunswick Brand the choice of the most discriminating people.

Look over this list :

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

and put in a good window display to-day. You'll like how they sell.

Connor's Bros.
Limited
BLACK'S HARBOR, N.B.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	6 50
Jersey Brand, Family, each 48 cans	6 50
Peerless Brand, Family, each 48 cans	6 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90 · 1s, *$4.25 ; 2s, $9 ; 6s, $34.75 ; 14s, *$75.
Lunch Ham—1s, *$4.25 ; 2s, $8.
Ready Lunch Beef—1s, *$4.25 ; 2s, $9.
English Brawn—2s, $8.
Boneless Pigs' Feet—1s, $8.
Roast Beef—½s, $2.90 ; 1s, $4.25 ; 2s, *$9 ; 6s, $34.75.
Boiled Beef—1s, $4.25 ; 2s, $9 ; 6s, $34.75.
Jellied Veal—½s, $2.90 ; 1s, $4.25 ; 2s, $9.
Corned Beef Hash—½s, $2.
Beefsteak and Onions—½s, $2.90 ; 1s, $4.25 ; 2s. $9.

If any advertisement interests you, tear it out now and place with letters to be answered.

The best

Orange Marmalade

is

Wethey's

Are you selling it?

Count on Marsh's for Good Summer Profits

Marsh's Grape Juice is an ideal line to feature during the hot weeks.

Keep your stock well up and you'll reap many dollars of good extra profit—for Marsh's repeats.

The Marsh Grape Juice Company
Niagara Falls - Ontario

The MacLaren Imperial Cheese Co., Limited
Ontario Agents



S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	**2 for 25c, equal to most 20c cigars.**
" New Noblemen Superiores	**2 for 25c, equal to most 20c cigars.**
" La Plaza	**2 for 25c, equal to most 20c cigars.**
" Promoter Blunts	**3 for 25c, equal to most 15c cigars.**
" Perfection	**3 for 25c, equal to most 15c cigars.**
" Grand Master Blunts	**4 for 25c, equal to most 2 for 25c cigars.**
" Lord Tennyson	**5 cent, equal to most 10c cigars.**

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada



The best way to answer the telephone

is to announce yourself. The old method of saying "Hello!" wastes your own and your customer's time because of the inquiries that must naturally follow.

By giving your name right at the start you enable the customer to place order promptly, at the same time speeding up your own service and freeing your line for the next caller.

Impress upon your clerks the value of prompt and polite telephone service. The increased business will more than cover the cost of your service.

THE BELL TELEPHONE COMPANY OF CANADA — LOCAL LONG DISTANCE TELEPHONE

The Bell Telephone Co. of Canada

Cambridge Sausage, 1s, $4; 2s, $7.75.

Boneless Pigs' Feet, ½s, $2; 1s, $3.50; 2s, $8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, $2.25; 1s, $3.25; 4s, $20.

Sliced Smoked Beef, glass, ¼s; ½s, $2.25; 1s, $3.50.

Tongue, Ham and Veal Pate, ½s, $1.95.

Ham and Veal, ½s, $1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, $1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, $3.75; 1s, $7; 1½s, $12.50; 2s, $16.

Ox Tongues, Glass, 1½s, $13; 2s, $15.

Mincemeat in Tins, 1s, $2.50; 2s, $3.50; 3s, $4.55; 4s, $6.25; 5s, $9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, $3.

Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, $1.15; 2s, $1.75; 3s, $2.75; 6s, $9; 12s, $16; 3s, flat, $2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, $1.25; 2s, $2; 3s, $3.20; 6s, $10.25; 12s, $19.50; 3s, flat, $2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, $1.25; 2s, tall, $2; 3s, flat, $2.90.

Individuals, 95c.

Tomato Sauce, 1½s, $1.85; Chili Sauce, 1½s, $1.85; Plain Sauce, 1½s, $1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, $2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, $1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, $1.25.

Spaghetti with Tomato and Cheese, ½s, $1.30, 1s, $1.75; 3s, $2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at $10.00 per doz.

English Plum Puddings, 1s, $2.30 doz.; 2s, $3 doz.

LAPORTE, MARTIN, LIMITEE

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs.	11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz., pts., doz.	1 20
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 30-lb. tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	$ 1 75
D. S. F., ½-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., ¼-lb.	1 10
	Per jar
Durham, 4-lb. jar, each	1 10
Durham, 1-lb. jar, each	0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.	

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50
Weight 11 lbs. to case. Freight rate, 2d class.	

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	$ 1 05
List Price	

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c Round litho. dredge Per doz.	10c Oval litho. dredge Per doz.
Allspice	$0 48	$0 95
Arrowroot, 4 oz. tins 90c	....	0 95
Cayenne	0 48	0 95
Celery salt	....	0 95
Celery pepper	....	0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window front 45c	....	0 95
Cloves	0 48	0 95
Cloves, whole, 5c. pkgs., window front 45c	....	0 95
Curry powder	....	0 95
Ginger	0 48	0 95
Mace	1 25	....
Nutmegs	0 48	0 95
Nutmegs, whole, 5c pkgs., window front 45c	....	0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c	....	0 95
Shipping weight per case	10 lbs.	15 lbs
Dozens to case	4	4

If any advertisement interests you, tear it out now and place with letters to be answered.

CALIFORNIA

Late Valencia Oranges

Lemons

Cherries, Plums and Apricots

Canadian Strawberries

on the market this week.

HUGH WALKER & SON
GUELPH, ONT.

Established 1861

CALIFORNIA

Peaches, Plums, Apricots and Cantaloupes

NOW ARRIVING.

American Berries are over for the season. Our local Berries start Monday.

The Fruit Market opens Monday morning, 25th inst.

Headquarters of all Foreign and Local Fruits and Vegetables.

WHITE & CO., LIMITED
Front and Church Streets
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



Make this one of your Summer Leaders

There is always a good demand for Sterling Tomato Catsup. It has made good everywhere and has lived up to the high quality standard set by other Sterling Products.

Sterling Tomato Catsup is absolutely pure and can be recommended to every customer without fear of disappointment. Have you a stock on hand?

T. A. Lytle Co., Ltd.

STERLING ROAD, TORONTO

INDEX TO ADVERTISERS

A

Acadia Sugar Co. 6
Ackerman, H. W. 10
Acme Steel Goods Co. Can., Ltd. 11
American Computing Co. ... 13
Anchor Cap & Closure Corpn. 22
Atlantic Sugar Refineries ... 59

B

Babbitt's Cleanser 15
Baker, Walter, Co. 66
Bain, Donald H., Co. 9
Bell Telephone Co. of Canada 74
Benedict, F. L. 80
Betts & Co....Inside front cover
B. & L. Mfg. Co. 68
Borden Milk Co. 1
Bodley, C. J. 2
Bowser, S. F., Co. 17
Bradstreets 10
Brantford Scale Co. 18-19

C

Canada Sauce & Vinegar Co. 17
Connors Bros., Ltd. 56
Canadian Milk Products, Ltd. 21
Canadian Salt Co., Ltd. 68
Church & Dwight 2
Clark, W., Ltd. 7
Climax Baler Co. 68
Cockburn, F. D. 8
Connors Bros., Ltd. 72
Can. Shredded Wheat Co. ... 67
Canada Sauce & Vinegar Co.. 74
Chamberlin Medicine Co. ... 2
Channell Chemical Co. 61
Chisholm Milling Co. 24

D

Davis & Sons, S. 73
Dominion Caramel Co. 80
Denault Grain & Provision Co., Ltd. 11
Dole Bros. Hops & Malt Co. . 11

E

Eckardt, H. P., Co. 75
Elliot, W. F. 10
Escott, W. H., Co., Ltd. 9
El Roi Tau Co. 8
Eureka Refrigerator Co. ... 21

F

Fearman, F. W., Co., Ltd. .. 70
Freeman, The W. A., Co. ... 16
Furnivall-New, Ltd. 3

G

Gillespie, The Robt., Co. 9, 14
Gleba Polish Co. 4
Grant, C. H., Co. 9
Grant Mfg. Co. 9
Griffiths, Geo. W., & Co., Ltd. 9
Guelph Soap Co. 4

H

Hamblin-Brereton Co., Ltd. . 10
Hargreaves Bros. of Canada, Ltd. 65
Heinz & Co. 65
Horne, Harry, Co. 10
Hop-Malt Co. 68
Hobart Mfg. Co. 66
Horton Cato Mfg. Co. 67
Hygienic Products Co. 2
Hudon Hebert Cie Co. 62

I

Imperial Extract Co. 4
Imperial Rice Milling Co. .. . 69
International Safe & Register Co. 13

J

Jacobs Bros. 6
Jones, C. & J. 8
Jarvis, F. S., & Co. 69

L

Lake of the Woods Milling Co. ....Back Cover
Lalonde, A. 10
Lambe, W. G. A., & Co. 10
Lemon Bros. 77
Lever Bros. 71
Lytle, T. A., Co. 78
Loggie, Parsons & Co. 10

M

Maclure & Langley, Ltd. 10
Magor, Son & Co., Ltd. 24
Mann, C. A., & Co. 80
Marsh Grape Juice Co. 73
Mathieu, J. L., Co. 11
McCabe, J. J. 77
McWilliams & Everist 77
Midland Vinegar Co. 68
Millman, W. H., & Sons 10
Malcolm Condensing Co. 69
Megantic Broom Mfg. Co. ... 15
Moir, Ltd. 67
Mount Royal Milling Co. ... 65
Mutual Purchasing Co. 59

N

Norwegian Canners (export office) 15

O

Oakeys 80
Ontario Grape Growing & Wine Mfg. Co. 70
Oval Wood Dish Co. 12

P

Patrick, W. G., Co. 10
Perry, H. L., Co. 8
Pullan, E. 80

R

Red Rose Tea Co. 23
Rock City Tobacco Co., Ltd. Inside Back Cover
Rose & Laflamme, Ltd. 11

S

St. Lawrence Sugar Refineries Inside Front Cover
Sarnia Barrel Works 80
Scott-Bathgate Co., Ltd. 8
Shaw & Ellis 6
Smith, E. D., & Son, Ltd.... 5
Spielman Agencies 80
Spratts .. .. Inside Back Cover
Standard Imports, Limited.. 15
Stephenson-Blake Co. 66
Sunset Soap Dye Co., Inc. ... 76

T

Tanguay, Alfred T., & Co. .. 11
Tees & Persee 63
Thompson, G. B., & Co. 9
Thum, O. & W. 80
Toronto Butchers' Supply Co. 80
Toronto Pottery Co., Ltd. 15
Toronto Salt Works 80
Trent Mfg. Co. 80
Turgeon, E. 11

U

Universal Importing Co. 11

V

Victoria Paper & Twine Co.. 12

W

Walker Bin & Fixture Co. .. 16
Walsh, M. M. 10
Walker, Hugh, & Son 77
Washington's, Geo., Coffee .. 67
Watson & Truesdale 9
Western Mfg. Co. 16
Wetheys, Ltd. 73
White & Co. 77
White & McCart, Ltd. 10
Williamson Mfg. Co. 14
Woods, Walter, Co. .... Inside Back Cover

If any advertisement interests you, tear it out now and place with letters to be answered.

MacLean's Magazine
FOR JULY

The Smugglers were Caught

THE true and complete story of a huge smuggling conspiracy which robbed the Canadian and United States Customs Departments of hundreds of thousands of dollars, and which was finally exposed by a Canadian Customs officer, is well told in the July MACLEAN'S. The parties concerned settled by handing over a huge check to the Canadian Government and not a word of the story has ever before been in print. The man who writes the article, J. D. Ronald, was personally concerned in the investigation, and he tells the whole case from first to last, merely changing the names of some of the central figures. This is one of the most striking special features that MACLEAN'S has ever had.

Confederation
the dominant theme of July MACLEAN'S

THE Jubilee of Confederation has led the Editor to make the July MACLEAN'S retrospective and interpretive of Confederation in the character of its main contents—this to meet the certain need and desire of the Canadian people. Note the fine provision of special Confederation article and features:

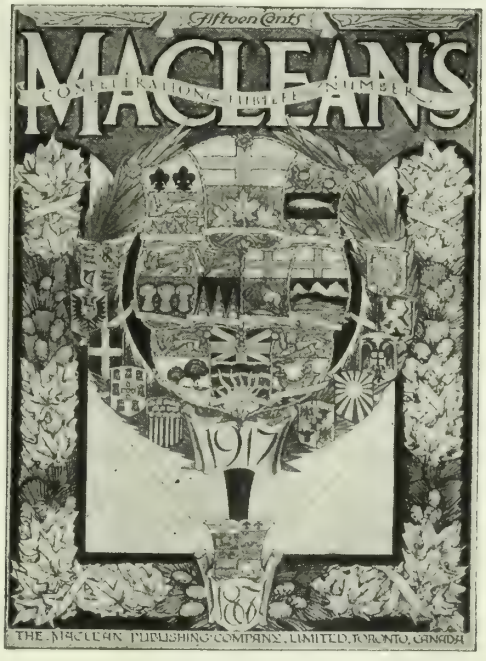
"THE MEETING OF MACDONALD AND BROWN."
By C. W. Jefferys, a frontispiece painted for MACLEAN'S.

"THE STORY OF CONFEDERATION."
By Thomas Bertram. A colorful narrative of the bringing about of the union of provinces.

"FIFTY YEARS OF BUSINESS EXPANSION."
By W. A. Craick, covering all phases of business—banking, insurance, manufacturing, agriculture, transportation, etc.

"THE BUILDING OF THE C.P.R."
By C. H. Mackintosh, former Lieutenant-Governor of the North West Territories, and an ex-editor of the Ottawa Citizen.

"CONFEDERATION AND AFTERWARDS."
By Agnes C. Laut. An article on Confederation and the taking over of the North West Territories from the Hudson Bay Company.



Look for this symbolic cover design in three colors at book stores and news-stands. It is a fine bit of work, and worth preserving.

"SOME CANADIAN CONTRASTS."
By Frank Yeigh. A sketchy article showing some of the most picturesque ways in which Canada has advanced during the last fifteen years.

"THE DRAFT."
By A. C. Allenson. A story of the part which Canadians took in the American Civil War.

MESSAGES ON CONFEDERATION
appear from the Premiers of many of the Provinces of Canada.

Billy Sunday Contributes:

"WHAT I THINK OF CANADA."
A brief article in the crisp, epigrammatical style of the famous evangelist, illustrated by some of his most recent photographs taken in action in New York.

The Fiction Features:

"THE GUN BRAND."
By James B. Hendryx. An interesting instalment of this exciting serial.

"THE OUTLAW BOAR."
By Clark E. Locke. A short story.

"PUTTING IT OVER."
By Hastings Webling. A golf story.

"THE CAPTAIN OF THE SUSAN DREW."
By Jack London. The first instalment of a two-part story—one of the last that London wrote.

The Best Number of MACLEAN'S

THAT has ever been put out is this July issue. It will be bigger, the articles are by long odds stronger, the stories more entertaining, and the illustrations more varied. Stephen Leacock's "Sunshine in Mariposa" is continued in this issue; also the regular Departments, Records of Success, Review of Reviews, The Business Outlook, and Information for Investors.

At All News-Dealers 15c.

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A L., Box 85, Timmins, Ont.

MANUFACTURERS' AGENTS IN REGINA, calling on general merchants, bakers, butchers and restaurants throughout Saskatchewan, are open to represent manufacturer of a good staple line. We have storage facilities. References exchanged. Box 234, Canadian Grocer.

WANTED—SIDE LINES. WE ARE OPEN TO handle a number of side lines for manufacturers and jobbers. Good references.—Cleary Bros., P.O. Box 436, Sydney, C.B.

GROCERY MANAGER DESIRES POSITION as manager or head clerk with progressive firm. Expert window trimmer and card writer, age 32, married. Highest references. Address Box, 233, Canadian Grocer.

FOR SALE

GOOD GROCERY BUSINESS FOR SALE — established 20 years: good reasons for selling. dwelling attached; manufacturing city. Apply Box 230. Canadian Grocer.

GROCERY BUSINESS FOR SALE AND THE premises to let with option of buying. Located in the Cedarville district of Toronto. Doing good business now but owner wishes to sell for personal reasons. Apply to owner at 45 Mulberry Ave. Bracondale, Toronto

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

SUCHARD'S COCOA

The Highest Quality Most Reasonably Priced "Quality" Cocoa. On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

Try MANN & CO. for

FANCY POULTRY

Roasting Chickens, Boiling Chickens, Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. - LONDON, ONT.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS LIMITED, LONDON, ENGLAND.

AGENTS:

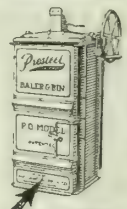
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

ADEL. 760 WASTE PAPER

E. PULLAN TORONTO

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

Prescott PAPER Baler

Strongest, simplest, most efficient and easiest to operate — Full particulars from SPIELMANN AGENCIES RGD 45 St. Alexander St., Montreal.

WRITE TO-DAY

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.

TRENTON - ONTARIO

Toronto Butchers' Supply Co.
LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Pure Sugar Colouring

Permanently Brilliant in

Syrups Mineral Waters
Vinegar Spirit, etc., etc.

When ordering state purpose for which required.
Shipped in barrels, half barrels, kegs and cans.

MANUFACTURED BY

Dominion Caramel Company

21 WALNUT AVENUE MONTREAL, QUE.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

In your Locality

are many

Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S

DOG CAKES,

Puppy Biscuits

and

Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
S 46

Ask Us For

Wrapping Papers

10,000 Rolls and Reams

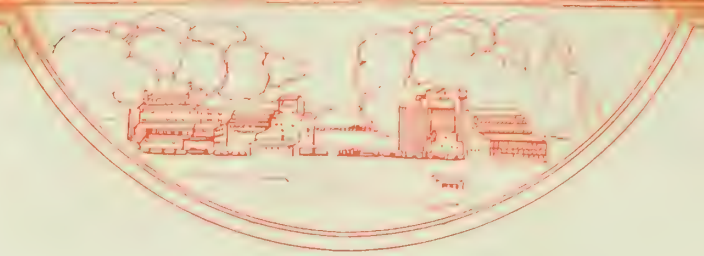
and

Twines

Very large assortment.

Walter Woods & Co.

Hamilton and Winnipeg



A Tale of Two Grocers

How it happened to Brown

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. It is sent on the 4 o'clock delivery.

5:00 P.M.—Customer 'phones for a cake of chocolate she had forgotten to order earlier. Delivered next morning at 8.

9:45 A.M. (Next Day)—Customer now 'phones for lard. Had started *baking* and ran short. Is promised immediate delivery.

11:00 A.M.—Brown called up (and down) by irate housewife still awaiting the lard. Has to send boy out with it.

* * *

Three separate deliveries that devour the profit. No goodwill.

And how Smith handled it

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. So Smith logically suggests possible need of vanilla, icing sugar, raisins and other *baking ingredients.*

Customer had *forgotten* she required extract. Also ordered shortening and a few spices.

3:45 P.M.—Customer leaves store after buying considerably *more* than she had intended. Appreciative as well for Smith's helpful suggestions.

8 A.M. (Next Day)—Smith delivers complete order in ample time for the baking.

* * *

One single delivery. Profitable sale and goodwill.

WHEN a woman orders a bag of FIVE ROSES flour, she suggests to YOU the ready sale of other baking ingredients. It is an opportunity that a good salesman never misses. When she mentions a baking ingredient, why not suggest FIVE ROSES and every other single article that goes into the oven with flour?

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal *"The House of Character"* *Winnipeg*

Offices in 16 Canadian Cities